



CryptoGuard

– Protect your content –

Motala, February 2016

CryptoGuard announces a new Marketing Director



CryptoGuard strengthens its organisation through appointment of Hannu Vunnel as the new Marketing Director. This new assignment is a part of CryptoGuard's growth plan developing CryptoGuard's marketing strategy further. Hannu joins CryptoGuard with over 25 years of experience in CATV and Satcom electronics industry. Most recently he held the position of Sales and Marketing Director for Swedish Microwave.

CryptoGuard strengthens its organisation by recruiting Hannu Vunnel as Marketing Director. Hannu joins Cryptoguard from Swedish Microwave where he held the position as Sales and Marketing Director. Hannu will be supporting the sales department to ensure on-going exposure for CryptoGuard and the product portfolio, as well as planning and implementation of the communications & advertising strategy for CryptoGuard.

"Now is an excellent time to be joining CryptoGuard. Our growth plans are exciting and with our most scalable CAS, SMS, DRM and IPTV solutions, we have a unique opportunity to expand the tremendous capabilities of CryptoGuard into the emerging markets." says Hannu Vunnel.

Kjell Carlswärd, CEO of CryptoGuard, is very happy about the latest announcement. "This marks CryptoGuard's commitment to build a strong and growing business. As our new Marketing Director, Hannu will strengthen CryptoGuard's marketing and sales team, develop and execute marketing plans aimed at maximizing brand awareness, growth and profitability."

ABOUT CRYPTOGUARD

CryptoGuard was established in 2007 in Sweden, and since then it has been an accepted and recommended solution for DVB encryption services all over the world.

CryptoGuard is a flexible Conditional Access System (CAS) and Digital Rights Management

(DRM) system for digital television. We are using a high-grade encryption scheme to meet the demands of service providers, broadcasters and operators. Our solution works well in all kinds of and any size of network. However the business model facilitates even for smaller and medium sized operators to use the system.

Currently, CryptoGuard has customers in more than 30 countries and even some national operators have chosen CryptoGuard CAS. CryptoGuard has sales offices in Sweden, France, Poland, Peru, India and Rwanda.

CryptoGuard provides a flexible business model that gives the customers a powerful tool to maximize their profits and efficiency. The flexible business model means that CryptoGuard will always be the best choice, technically and economically, independently on the size of your operation.

WEBSITE

www.cryptoguard.com

CONTACT

Kjell Carlswärd

CEO

kjell@cryptoguard.com

Hannu Vunnel

Marketing Director

hannu@cryptoguard.com

COMPANY ADDRESS

CryptoGuard AB

Box 219

SE-591 23 Motala

SWEDEN

TELEPHONE +46 971 107 35

UPCOMING EXHIBITIONS 2016

CryptoGuard will exhibit at several convergences and exhibitions during spring 2016. Come and visit us!

ABU, Kuala Lumpur
29 February - 3 March
Stand 13



Andinalink, Cartagena
1-3 March
Stand 17



Cabsat, Dubai
8-10 March
Stand ZK2-30



Broadcast Asia
31 May - 3 June
Stand 4C4-12



Angacom, Cologne
7-9 June

