



Rurutek and Twise partner to deploy USB CI Plus 2.0 Conditional Access Modules in India



Chennai, India / Aubagne, France – 9th of September 2025 – Rurutek, a leading Indian provider of advanced digital television solutions, and Twise, a French specialist in Conditional Access and digital security technologies, today announced a strategic partnership to deploy **USB Conditional Access Modules (USB CAMs)** in India.

This collaboration brings **next-generation content protection and access technology** to one of the world's fastest-growing pay-TV markets. By combining Rurutek's expertise in large-scale digital TV deployments with Twise's proven **CI Plus 2.0 compliant** Conditional Access technology, the partnership will deliver a **secure, interoperable, standardized and operator-friendly USB CAM solution** for India.

The new USB CAM devices integrate seamlessly with **broadcast and broadband hybrid environments**, enabling operators to deliver encrypted DVB content directly to televisions. The solution ensures compliance with the **Telecom Regulatory Authority of**

India (TRAI) guidelines and meets the **Bureau of Indian Standards (BIS) certification** requirements for pay-TV security.

Importantly, from 2025 onward, **all new TVs delivered in India will include a built-in digital satellite tuner (DVB-S2)** as per national regulations. This regulatory change positions USB CAMs as the most efficient way for consumers to access pay-TV services — eliminating the need for external set-top boxes, reducing hardware costs, and simplifying the user experience. Some of them **are already compatible with CI Plus 2.0 technology to enable a commercial launch.**

Beyond consumer convenience, USB CAMs also bring **clear environmental benefits**. Compared to traditional set-top boxes, the compact modules consume **up to 80% less power**, contributing to **lower household energy use** and reducing the overall carbon footprint of digital TV access. By removing the need for millions of additional set-top boxes, they also help **optimize e-waste management**, aligning with India's commitment to sustainable electronics and responsible waste reduction.

“At Rurutek, we are committed to innovating solutions that make digital content more accessible, secure, and sustainable for Indian viewers. Partnering with Twise enables us to bring a world-class CI Plus 2.0 USB CAM solution to India—one that reduces operator costs, improves consumer experience, ensures regulatory compliance, and contributes to India's green technology goals,” said Sushhmitha Manoharan, Rurutek Marketing Director.

“We are proud to collaborate with Rurutek in deploying our advanced USB CAM solution in India. By leveraging our proven CI Plus 2.0 solution, already deployed with leading operators worldwide, we are delivering not only the highest security standards but also a more energy-efficient and environmentally responsible way of accessing premium digital content,” said Stéphanie Bizouerne, Twise Co-founder.

The rollout of USB CAM devices is expected to begin by end of 2025 with initial deployments targeting **leading pay-TV operators in India.**

This partnership marks a significant milestone in the modernization of India's pay-TV ecosystem, delivering **secure, sustainable, and standards-based content access** that benefits both operators and end-users. It also strongly supports India's **Digital India** vision of universal, high-quality digital access, while contributing to the **Green India** mission through energy efficiency and e-waste reduction.

About Rurutek

Rurutek is an India-based technology provider specializing in digital television solutions, offering cutting-edge products and services to operators, broadcasters, and consumers.

With a strong focus on innovation, Rurutek delivers technologies that enhance user experience and content security across India's growing media landscape.

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About Twise

Twise is a France-based leader in Conditional Access and digital security solutions. Trusted by global operators and broadcasters, Twise provides advanced security technologies that ensure safe and reliable access to premium digital content. Its portfolio includes DVB-CI Plus stacks, CAS integration, and next-generation digital TV innovations.

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