



Latens CAS Security Selected For Transition to Digital of Swiss Cable Operator ESR

L'Energie de Sion-Région SA selects Latens CAS solution and Latens Super Encryptor for digital transition of its analog cable subscriber base

Belfast, Northern Ireland – April 29 2008 – Latens Systems, the leading provider of software security solutions for Pay-TV & IPTV, and L'Energie de Sion-Région SA (ESR) a utility company in the Sion region of Switzerland, today announced that ESR has selected Latens CAS to protect its new DVB-C cable system. ESR plans to start transitioning its analog consumers to the new digital cable system, commencing Q2, 2008.

ESR is a full-service utility company offering cable TV, electricity, gas, telecommunications and water. It has chosen Latens CAS to protect the revenues and content for the transition of its analogue cable TV to a new digital DVB-C system. The system will provide ESR customers with VOD and network PVR services as well as SD and HD video.

“Moving to DVB-C we wanted to take full advantage of all that digital offers, one important positive is being able to deploy software CA which has lower acquisition and running costs combined with much higher flexibility,” says Dominique Barras CTO, ESR. “We chose Latens CAS because it was the only software CA on the market that could protect a DVB-C system efficiently at the same time as providing high flexibility.”

Latens CAS is a next generation, standards compliant conditional access system optimized for the broadband digital cable market. The system has been built on the knowledge and experience of the cable industry, including that which designed the DVB® and Cablelabs standards. Within these standards, Latens has taken a fresh look at the technical advantages created by the innovative use of improvements in software security to design a standards based CA solution is capable of providing cable operators of all sizes with the many advantages of software-based CA.

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Latens CAS is differentiated from legacy CA systems by the following key features:

- Latens CAS is a pure software solution which replaces the proprietary smart cards or embedded set-top solutions of traditional CAS vendors with a downloadable CAS system using innovative Secure Software Modules. This provides a more dynamic, secure anti-piracy strategy at a much lower cost.
- Latens has designed the system with the flexibility to support the diverse range of business models encountered in various digital cable markets.
- Latens CAS scales elegantly and economically from thousands to millions of cable subscribers

“I’m really pleased to announce ESR as a new cable operator client. Cable is a particular specialization of Latens. Our award winning software CA was designed around the business and technical problems faced by cable operators and, unlike most of our competitors that provide software CA, we designed all our security systems from day one to scale and to use open standards wherever possible. This makes us the software CA vendor best suited to enabling the business models and protecting the revenues of cable operators,” says Andy Mathieson, Director, Latens.

About Latens Systems

Latens designs, creates and deploys industry-leading software solutions to enable Pay-TV and IPTV operators to secure content, protect revenues and operate more efficiently. Latens’ pioneering design of downloadable, software based Conditional Access Systems is based on the company’s patented Secure Software Module technology and management systems, which ensure that all Pay-TV and IPTV operators can now cost-effectively maximize security. Latens also designs software components that interoperate with Latens Conditional Access Systems to increase an operator’s flexibility and efficiency while simplifying the launch of new revenue generating services, such as VOD, PVR and network PVR. Founded in 2002, Latens is the world’s fastest growing CA supplier. The company is based in Belfast, Northern Ireland with offices in Atlanta, London and Singapore.

For more information, please visit: www.latens.com

About ESR

ESR serves 22 communities in the area of Sion, Valais, in Switzerland, providing electricity, gas, water and TV services to more than 50,000 customers. Triple play services including internet, telephony and TV are distributed through the cable-network.

A series of innovative and interactive services are now offered under the label *netcomTV*. *netcomTV* includes High-Definition TV (HDTV), interactive Portal, and Electronic Programme Guide (EPG) but also advanced services such as StartOver TV, Catch-Up TV and Network PVR (nPVR), allowing digital viewers to order TV programs that have recently been broadcast or are in the process of being broadcast either by browsing a VOD catalogue or by navigating the EPG back in time. The quota-based nPVR allows subscribers to record programmes from within the EPG and play them back over the network.

For more information, please visit: www.esr.ch and www.netcomTV.ch

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