



PRESS RELEASE

IPTV Network Services Selects Latens ECOsystem to Provide IPTV services to over 45,000 subscribers in Utah

- *Another successful ECOsystem IPTV Service Delivery Platform turn-key deployment*
- *IPTV providers now are able to deploy a truly customizable middleware platform down to the set-top box level*
- *Latens ECOsystem is a next generation combined middleware and CAS system*
- *Latens' solution chosen due to its open service creation environment, enabling IPTV Network Services to quickly and cost-effectively develop unique revenue generating services*

ATLANTA, GA & ORANGEVILLE, UT – 22 July, 2008 – Latens, the market leader in IPTV service delivery platforms, today announces that IPTV Network Services, LLC., a consortium company of several IPTV service providers in the state of Utah, has successfully deployed the Latens ECOsystem (ECO) to enable its IPTV offering. Latens ECO provides IPTV Networks with a single platform comprising next generation middleware and Latens' highly regarded Conditional Access for the secure delivery of advanced content services.

The affiliates of IPTV Network Services have been offering state-of-the-art telecommunications services in the state of Utah for more than 50 years, providing local, long distance, high-speed Internet, and other business services to over 45,000 residences and businesses in many counties.

“We are constantly trying to offer our customers the most advanced services possible, and the deployment of an IPTV service is the next important step in this commitment,” said Brock Johansen, President of IPTV Network Services, LLC. “We selected the Latens solution because it offers us the complete package and removed the additional cost and problems associated with multi vendor integration, enabling us to very easily and quickly roll-out a compelling IPTV service to our customers. Latens ECO provides us with a single reliable IPTV infrastructure protected by the Latens' world-leading Conditional Access system which is accepted by the content industry.”

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“The management team at IPTV Network Services realized that the only way to make a profitable business case in IPTV is to be able to offer unique revenue generating services. Through thorough analysis they knew that in order to achieve this goal, they needed to control their own service creation platform. We are pleased that IPTV Network Services has selected the ECO solution from Latens,” said Dean Kashlan, VP and GM Americas, Latens. “By taking the hard work out of launching a new service, Latens ensures that its customers can now provide an advanced IPTV service with a clear path to profitability in line with their time scales.”

Latens ECO is a high performance, state of the art software IPTV service delivery platform that combines middleware functions and world class conditional access security in a single platform. Configured to meet the needs of the US IOC and Telco market, the operator benefits that ECO provides, include:

- Reduced integration and capital investment costs: turnkey deployment of ECO provides middleware functions with best in class conditional access in a single system, removing additional costly integration
- Highly differentiated and localised service: with ECO, options are available for increased customisation and insertion of local content
- Risk free solution: Latens CA technology is proven and deployed and is already approved by the content industry
- Quality of Experience: compelling viewer experience with intuitive EPG and user interface for ease of navigation, selection and viewing of services
- Fully scalable & feature rich IPTV service: enabling live TV, H.264, SD/HD, DVR and multi-box home with VOD and interactive web portal applications

Note to editors: Visitors to IPTV North America, Chicago, July 22 – 23, can view Latens ECO as part of Echostar's ViP-TV end to end IPTV content delivery solution on stand 4. To arrange a demo at the show please contact Latens at events@latens.com

About IPTV Network Services, LLC

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About Latens Systems

Latens provides next generation software conditional access and service delivery platforms for IPTV, Cable, Satellite and Terrestrial networks. 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, DVR and network DVR. For more information, please visit: www.latens.com

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