



## **PRESS RELEASE**

### **LATENS HERALDS NEW ERA OF WHOLE HOME IPTV**

**Atlanta, US, 4 February 2009** – As the world's only single open standards Middleware and Conditional Access (CA) application software, the powerful ECOsystem from Latens is poised to bring true multi-media networking into the home.

Exhibiting at this year's National Telecommunications Cooperative Association's Annual Meeting and Expo (8-11 February) in Long Beach, California with Echostar on booth 201, Latens will demonstrate how its state-of-the-art middleware and conditional access software transforms the capabilities of network operators.

Approved by all the major content providers, Latens ECOsystem (ECO) securely delivers a host of advanced IPTV services such as subscription pay-TV, pay-per-view, whole home DVR (digital video recording) with pause live TV and series linking, VoD, caller ID and interactive or web-based services. All these services are managed through a series of automation processes unique to Latens ECO, meaning that running costs at the head-end are lowered.

Viewers are free to decide whether to watch or interact on a computer or TV screen in any suitably-equipped room. In essence, the technology brings a sophisticated playout and routing system to the home. All of which gives operators the capability to deliver compelling services with the focus on a high quality of experience, without the risk and cost of integrating separate system components.

ECO represents a highly cost-effective platform, which is an especially important consideration in the light of the current economic downturn. The system has been carefully architected to meet the specific needs of IOCs and Telcos launching IPTV that is both suitable for distributed networks and future-proofed to scale as their operations grow.

Recognising that no two IPTV deployments are the same, Latens has designed ECO to allow operators to comprehensively customise the user interface, choose the mix of services available to their viewers, and select the most appropriate interfaces to their back-office systems.

“IPTV is still in its infancy with few established standards, and implementing innovative and reliable integrated systems has proved to be one of the biggest issues for operators and technology vendors,” says Latens Product Marketing Director, Philip Cardy. “We believe that the Latens ECO Middleware solution will set new standards in viewer experience, flexibility and performance to meet the growing needs of US Telcos as they roll out IPTV services,” he adds.

With over 100 IPTV network deployments worldwide, Latens works with leading technology partners in specific markets to create carefully matched, pre-integrated IPTV solutions or ‘ecosystems’ to allow operators to get business models to market more effectively.

Latens’ commitment to the growing North American market is exemplified by the recent appointment of Philip Cardy to Director of Product Marketing. Cardy will have special responsibility for product development and marketing in the US, and will work with Latens East and West Coast sales offices to support business development. Latens US business development team will be attending the NTCA event for the duration.

Notes to editors: Latens will be demonstrating ECO at booth #201. To arrange a meeting or set up a demo please email [events@latens.com](mailto:events@latens.com)

**About Latens**

Latens is leading the way in fully DVB<sup>®</sup> compliant software Conditional Access and Middleware, enabling operators of IPTV and broadband Pay TV networks around the world to securely deliver next generation entertainment services to set-top boxes, PCs, mobile devices and home networks. With offices in Atlanta, Singapore and Belfast, Latens’ customer base stretches to over 100 installations in more than 20 countries. For more information about Latens please visit [www.latens.com](http://www.latens.com)

**- ends -**

**For further information, contact:**

**Latens**

Oonagh Lindsay

[oonagh.lindsay@latens.com](mailto:oonagh.lindsay@latens.com)

Tel: +44(0)289 099 8240