



PRESS RELEASE

Latens and Pixsan Integrate MHEG-5 open standards middleware platform

Convergence India, NEW DELHI, March 18, 2009: Latens, a market leader in software Conditional Access and Middleware for digital Pay TV has partnered with Pixsan to provide the most cost effective MHEG-5 middleware solution for Cable operators.

Demonstrated at Convergence India 2009, March 18 – 20 New Delhi, Latens and Pixsan offer a complete client solution of software only Conditional Access (CAS) and MHEG-5 based middleware, providing content security with full open standards technology offering operators a combination of enhanced services with highly competitive deployment and running costs.

MHEG-5 is a true open standard interactive broadcast system deployed in over 30 Million receivers worldwide in countries such as UK, New Zealand and Hong Kong and can be used to deliver a wide variety of applications; from basic news and sports data services to platform wide advanced EPGs, enhanced Teletext interactive advertising, and mosaic/multi-screen applications. MHEG also enables operators targeted advertising capability as an additional service to traditional TV to improve ARPU.

Fully customisable with Open GPL authoring tools, operators can now develop and deploy a rich set of interactive applications and provide their customers Value Added Services in a cost effective manner.

“This complete client offer means we can provide cable operators with another route to compete with DTH and increase their revenue generating services. It is crucial for operators trying to maximize ARPU that they have a cost effective and open standards CAS and Middleware solution, something that our partnership and integration with Pixsan provides.” Says Alex Borland, Head of Business Development, Latens.

“The MHEG-5 technology is backed by an increasing number of major broadcasters including the BBC, validating the need for deployment of open standard technology and is gaining traction in new countries. By integrating MHEG-5 with a key CAS player like Latens, we can enable operators to offer robust, feature rich interactivity coupled with low cost.” says Jon Williams, Managing Director, Pixsan.

Latens Pay TV solutions, including its software only Conditional Access and Middleware technology enrich the viewer experience and protect the content and increase average revenue per user (ARPU) of over 100 operators worldwide across Cable, IPTV, DTT and DTH.

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Note to Editors: Visitors to Convergence India, March 18 – 20 booth E-120 can view Latens MHEG 5 demo with Pixsan and Latens ECO – combined software Conditional Access and Middleware. To arrange a meeting with Latens please contact Oonagh Lindsay, oonagh.lindsay@latens.com

About Pixsan

Pixsan Digital Software is a software development house focused on low cost, high value receiver technology for the Digital TV market. With specific expertise in DVB[®] Digital Terrestrial, DTH and Digital Cable STB and iDTV products, Pixsan integrates products from our partner portfolio of licensable technologies or undertakes custom system builds to specification and offer full maintenance of open standards technologies used in platform deployments. For more information visit www.pixsan.com

About Latens

Latens is leading the way in fully DVB[®] 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, India, 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

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