



## **NAB PRESS RELEASE**

### **Latens Presents the Painless Route to Operator Profitability at NAB 2009**

**NAB, Las Vegas, April 16 2009:** Latens, the leading provider of software Conditional Access and Middleware for Pay TV, will hold a session at the Telecom 2009 Conference track of NAB to share challenges and experiences of deploying successful IPTV services.

Latens session at Telecom 2009 Conference – **IPTV Success: the painless route to operator profitability**, will take place on Monday, April 20, 1.45pm.

Jason Rogers, CTO, will host the session that will explore the IPTV deployments of two very different and successful telecoms operators: Emery Telecom (Utah) and Lyse Tele (Norway). The operators will outline their experiences from both a US and European perspective, highlighting the different challenges they met along the way and how they have been successful in their markets from both a technical and commercial perspective. The discussion will also highlight the importance of choosing the right technology vendors to ensure growth and profitability.

“We believe that to encourage subscriber take up, generate significant ARPU, and develop a successful TV platform, telecom operators must offer an IPTV service that is not only as good as that of the traditional cable TV operators, but one that is highly differentiated and better for the consumer.” says Jason Rogers, CTO Latens.

Latens will also demonstrate the benefits and capabilities of ECO as part of a turnkey delivery solution on the EchoStar **booth #C6045**.

Latens ECO is a single standards combined middleware and CAS application software that delivers a host of advanced IPTV services such as subscription Pay TV, pay-per-view, whole home DVR with pause live TV and series linking, VoD, caller ID and interactive or web-based services, allowing IPTV operators and telcos to compete more effectively against cable.

“ECO helps operators enhance their business offering by providing subscribers with the services they want on any screen, so generating more revenue and reducing churn,” says Rogers. “The highly customizable ECO platform is also easily branded to give operators exactly the look and feel they want for their IPTV service.”

###

**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](http://www.latens.com)

**For further information, contact:**

**Company contact**

Oonagh Lindsay, Latens  
[oonagh.lindsay@latens.com](mailto:oonagh.lindsay@latens.com)  
Tel: +44(0)289 099 8240

**Press Contact**

Richard Dean, Manor Marketing  
[richard@manormarketing.tv](mailto:richard@manormarketing.tv)  
Tel: +44 7986 546 768