



Visit Latens at TelcoTV Booth #1015

FOR IMMEDIATE RELEASE

Latens Bridging IP-enabled Home Telco and CE Devices at TelcoTV

Latens Demonstrating Software Solutions for Secure Over-The-Top (OTT) and TV Anywhere Applications at TelcoTV Booth #1015

Orlando, FL – Nov. 9, 2009 – At TelcoTV 2009, [Latens](#), a developer of middleware and software-based security solutions for IPTV services, will be showing how its middleware and software-based conditional access (CA) solutions can help telco operators securely deploy advanced IPTV and home networking services to residential subscribers.

Latens ECO middleware and software-only CAS support telcos' push into advanced IPTV service offerings, allowing them to offer IP-based video control and transfer capabilities like Over-The-Top (OTT) video and TV Anywhere, while ensuring content security across multiple viewing devices. Latens' trusted, award-winning software CAS has been named a finalist in the TelcoTV 2009 Vision Awards for Innovation in Conditional Access.

This year's TelcoTV show will see Latens demonstrate how it provides operators with a true, multimedia home networking solution, enabling them to readily monetize, control and expand their advanced cross-platform IPTV offering. At booth #1015, Latens will be displaying the latest version of Latens ECO, *ECO 4.1*, the only next-gen IPTV middleware with pre-integrated conditional access software (CAS). ECO 4.1 enables a truly interactive and feature-rich IPTV service, which makes it easy for consumers to access quality video content across the connected home and helps reduce churn. In addition, the ECO 4.1 offers a new, customizable User Interface (UI) that provides a significantly higher quality of experience (QoE) to IPTV viewers.

Other main features of the ECO 4.1 platform include:

- **TV Anywhere** and **Over-The-Top TV services** allowing telcos to enhance and differentiate the TV viewing experience by adding online content from various sources, such as popular video-sharing platform YouTube, that consumers can then access on multiple devices in the home
- **Interactive Applications** provides operators with the opportunity to integrate web content and add third-party applications to their IPTV services, including access to Twitter, Facebook, Flickr and RSS feeds
- **Whole Home DVR** gives subscribers the ability to play, pause, rewind and fast-forward high-definition (HD) and standard definition (SD) DVR recordings from any Latens ECO connected device in the home
- **Remote DVR** enables subscribers to schedule and manage recordings on their home DVR from virtually anywhere on an IP-enabled device

"There is an elemental change in the way people are consuming content. The consumer is truly at the heart of making TV an everywhere and anywhere entertainment experience to fit with their lifestyle and schedule," says Philip Cardy, Latens Product Marketing Director.

“Latens ECO can help operators cost-effectively monetize and deploy advanced IP video services, such as OTT and TV Anywhere, providing them with the state-of-the-art technology they need to effectively compete with cable and wireless operators, and maintain their market share”.

Latens will be showing the ECO middleware platform their booth #1015, and TelcoTV attendees will also be able to find demos of ECO middleware integrated with set-top displays at ADB (#801) and Echostar (#925) partner booths.

About Latens

Latens is leading the way in standards compliant Conditional Access and Middleware software, enabling operators of broadband and broadcast 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 the US, UK and India, Latens’ customer base stretches to over 100 installations in more than 20 countries. For more information about Latens please visit www.latens.com

###

For further information and/or photos, please contact:

Corporate Communications
Latens
Oonagh Lindsay
Ph: (+44) 289-099-8240
oonagh.lindsay@latens.com

or

North American Media Relations
Bob Gold & Associates
Pascale Marchand
Ph: 310-784-1040
pascale@bobgoldpr.com