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## **Latens Partners with Middleware Applications Developers to Increase IPTV Operator Control and Choice**

*Latens partners with Applications and Widgets companies Accedo Broadband, Cloverleaf Digital, Pleyo and Systemagic for advanced middleware offering*

**Atlanta – November 11, 2009** – [Latens](#), leading developer of middleware and software-based security solutions for IPTV and cable services, today announced that it has partnered with leading applications developers Accedo Broadband, Cloverleaf Digital, Pleyo and Systemagic to offer certified integrations of applications on the company's ECO middleware platform.

Accedo Broadband, Cloverleaf Digital, Pleyo and Systemagic are leading application and widget companies that have developed portal-based information applications, games, and various custom services aimed at IPTV and connected-TV operators.

Latens has partnered with these companies to offer certified integrations of their applications with Latens ECO middleware. This provides telco and cable operators developing IPTV with greater choice and scope of applications to deploy in their IPTV service, improving Quality of User Experience and differentiation of their TV offering.

Latens ECO middleware with pre-integrated software-only CAS supports telco and cable operators' push into advanced IPTV service offerings, allowing them to offer IP-based video control and transfer capabilities, such as Over-The-Top (OTT) video and TV Anywhere, while ensuring content security across multiple viewing devices. Latens ECO can help operators cost-effectively monetize and deploy advanced IP services providing them with the state-of-the-art technology they need to effectively compete.

"These partnerships give Latens the opportunity to offer IPTV operators greater freedom of choice, allowing full customization of their TV service to fit their business model and give viewers what they want," says Phil Cardy, Latens Product Marketing Director. "This is a significant development for all telco and cable companies choosing Latens ECO middleware for their IPTV. Not only can these operators be assured that both content and revenue are secure, but they can also incorporate new means of revenue generation into their service, safe in the knowledge that all of these applications are fully compatible with Latens middleware."

Accedo Broadband provides the largest available application store for IPTV and Connected TV containing, for example, IPTV games, quizzes, puzzles, video art, comics, karaoke, lifestyle, niche sports, weather, social media and communication services.

Cloverleaf's games, localized news and information, and community generated content tools offer advanced, two-way interactive services providing the exciting differentiation that IPTV promises while increasing customer satisfaction through frequent usage.

Pleyo is a web enabler for CE devices, providing an embedded and optimized web browser based on Webkit (Apple) with extensions like Widget engine, 3D extensions, HbbTV support, and comprehensive tool-chain of production for best web-browser performance, quality and standard compliance. Pleyo also provides a Widget farm included into a device-aware Web-services platform. This web eco-system for CE devices is available for hybrid or IP set-top boxes and TV sets, as well as mobile phones, portable media players and any other internet-connected device.

Systemagic provides interactive-TV (iTV) applications that will take the TV experience to a higher level. Live interaction and the flexibility of the company's TV applications transform the television into a powerful communication tool. Systemagic also offers a constantly growing number of games and entertainment titles.

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

#### **About Accedo Broadband**

Accedo Broadband is the leading provider of applications for IPTV and Connected TV. Accedo Broadband provides the largest available application store for IPTV and Connected TV containing, for example, IPTV games, quizzes, puzzles, video art, comics, karaoke, lifestyle, niche sports, weather, social media and communication services. Accedo's Funspot gaming service is the most widely deployed IPTV gaming service in the world.

Accedo is a privately held company founded by telecom and media entrepreneurs Michael Lantz and Fredrik Andersson primarily backed by Swedish VC Industrifonden. Accedo Broadband is headquartered in Stockholm, Sweden with branch offices in London, San Francisco and Hong Kong. For more information visit [www.accedobroadband.com](http://www.accedobroadband.com).

#### **About CloverLeaf Digital LLC**

CloverLeaf Digital is the leading independent provider of interactive IPTV services in the United States. Distributed in over 200 cities, CloverLeaf's interactive network provides telephone companies, cable operators, and other distributors of digital video with industry-leading interactive services, including the DotDaily localized news and information service, and Funspot casual games. For more information visit [www.cloverleafdigital.com](http://www.cloverleafdigital.com).

#### **About Pleyo**

Pleyo is an independent software editor and provides the best of Web technologies for CE devices. Pleyo offering is based on an opensource web browser, its added-value extensions and an aware-device web-services platform.

Pleyo is also involved into opensource projects as Origyn Web Browser (Web Browser for CE devices based on Webkit) and Wedison, a HbbTV implementation based on OWB. For more information visit [www.pleyo.com](http://www.pleyo.com)

#### **About Systemagic**

Systemagic is a consulting firm specialized in TV-centric interactive services and solutions. Systemagic has the expertise to assist from an early concept to a deployable product, providing high-end applications that match users' expectations and deliver value to customers. Systemagic is a cost effective, agile alternative in a demanding and rapidly evolving industry where high profile services are required to stand out from competition and secure market positions. For more information visit [www.systemagic.se](http://www.systemagic.se)

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