



PRESS RELEASE

Latens Expands Presence in Latin America with Viditec S.A

Partnership Agreement with Argentina's Leading System Integrator Strengthens Latens Presence in the Latin American Pay-TV market

Belfast, UK & Buenos Aires, Argentina - July 21 2010 – Latens, the pioneers in software only Conditional Access/DRM and middleware, and Viditec S.A, the premier system integrator and reseller for the broadcast and media industry in Argentina, today announced that they have signed a partnership agreement. Under the terms of the partnership agreement, Viditec will represent Latens Systems software CAS for all networks and ECO brand middleware with pre-integrated CAS in Argentina.

This agreement shows the commitment of both companies to the growth of the Pay-TV market in Argentina. Viditec can now offer the full range of Latens conditional access software (CAS) products for DVB®, IPTV and cable/IP hybrid DTH and DTT networks. The partnership will ensure the successful sales and marketing activities of solutions combining Viditec S.A system integration expertise and Latens CAS products.

“Viditec is a distinguished solutions provider within Argentina’s broadcast and media industry with strong customer relationships and an excellent reputation for service and support,” said Andrew Pons, director, new business, Latin America for Latens. “This partnership will allow us to build on our initial success in the region and best serve the Latin American market with Latens’ high quality and cost effective solutions. Viditec is an ideal partner and will provide us with the capacity to deliver the best products and services in the Argentine IPTV, digital cable, satellite and terrestrial TV markets.”

The award-winning Latens CAS is specifically tailored for the unique demands of DTH, cable and IPTV network operators in South America. Latens' software-only CAS is low cost, secure and enables Pay-TV operators to combat the high and costly levels of piracy in the region.

IPTV operators can utilize Latens ECO to cost-effectively transform traditional TV into a whole-home media experience. ECO is a high performance, state-of-the-art IPTV service delivery solution that combines middleware and conditional access functions in a single platform to keep operator investment to a minimum. ECO enables a fully scalable and feature rich IPTV service that includes live TV, interactive TV, VOD, music and games, with support for MPEG-4 AVC compression, standard-definition TV, HDTV and DVR functionality.

"With Latens ECO solution the co-operatives in Argentina will have a low cost, highly productive IPTV product that will allow them to launch IPTV very quickly in a highly competitive market. Latens software CAS guarantees the most secure and cost effective security for Pay-TV available in Argentina," says Leonardo Rombola, product manager for broadcast and professional video solutions, Viditec.

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About Latens

Latens is leading the way in DVB[®] compliant software conditional access and middleware, enabling operators of broadcast 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 the US, UK and India, Latens' customer base stretches globally. Latens success has been reflected in the number of prestigious industry awards it has won, including The Queen's Award for Enterprise and the Deloitte Fast 500 technology award for the EMEA region. For more information about Latens please visit www.latens.com

About Viditec

Viditec has been serving the needs of the broadcast, corporate, educational, and communications markets since its founding in 1980. From its 3,400-square-meter Buenos Aires headquarters, which incorporates offices, technical facilities, training rooms, and an expansive product showroom, Viditec provides its customers with experienced sales, support, and engineering services. For more information about Viditec please visit www.viditec.com.ar

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