

IMPALA Press Release

LATENS JOINS IMPALA AS MHEG SUPPORT CONTINUES TO GROW

London, UK – 27th July 2009: IMPALA, the International MHEG Promotion Alliance, is pleased to announce that Latens, leading supplier of software-based conditional access and middleware, has indicated its support for MHEG-5 by joining the alliance.

Latens is the latest in a multitude of companies to sign up in support of the public standards-based iTV middleware. Other companies who have recently joined include: Eight Ltd., Fortec Star, MStar Semiconductor, Shenzhen Coship, Shenzhen Jiuzhou Electric, Shenzhen State Micro Technology, Sidsa, Sichaun Changhong, The Do Lab, Tmira and User Vision.

Alex Borland, Director of Business Development with Latens, says, “Latens is an active supporter of open standards technology and the associated benefits for both TV operators and viewers. MHEG-5 is a true business enabler and the future opportunities for application development through widespread adoption of MHEG creates a scale of opportunities in certain markets that we are keen to support.”

Latens highlights the increasingly competitive nature of media markets where operators are under more pressure than ever to increase ARPU and reduce costs. Borland adds, “One of the main commercial benefits of MHEG-5 is its complete cost effectiveness in delivering high levels of TV interactivity, allowing operators to offer a whole host of compelling new revenue generating services using genuine open standards technology. This keeps both deployment and running costs low. The scalability and flexibility of MHEG-5 means that its capabilities are constantly expanding and evolving to meet ever changing consumer demands, and Latens will be aligning itself to technology that has already been proven in the market.”

Giri Valliappan, Director of Market Development with IMPALA, says, “MHEG continues to go from strength to strength and that is reflected in IMPALA’s growing membership base. MHEG is increasingly gaining interest from pay-TV operators and we are keen on working with conditional access providers to strengthen our interactive proposition. We are very pleased to welcome Latens onboard alongside all the other companies that have joined in the past few months.”

The founder members of IMPALA are Strategy & Technology (S&T), Cabot Communications and Echostar Europe.

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 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

About IMPALA

IMPALA (International MHEG Promotion Alliance) is a newly formed association of software manufacturers and supporters who are engaged with the use of MHEG. IMPALA, founded by Strategy & Technology (S&T), Cabot Communications and EchoStar Europe, promotes the use of the MHEG-5 interactive TV standard outside the UK for public service broadcasters in terrestrial, satellite or cable; wherever the use of low cost iTV technology is a benefit. For further information see www.impala.org.

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