



## **PRESS RELEASE**

### **Latens Continue to Grow in India to Meet Demand**

**Hyderabad, INDIA, 11 March 2010** – Latens, leader in software Conditional Access and Middleware for Pay TV, continues to grow and strengthen its presence in India. Since opening its Research and Development facility in Hyderabad in early 2009, Latens has continued to expand the offices and workforce to meet the increasing demand in the market.

Latens Pay TV solutions, including its software only Conditional Access and Middleware technology enrich the viewer experience and protect the content and revenues of operators worldwide across Cable, IPTV, DTT and DTH. The expansion of Latens India R&D Centre in Hyderabad strengthens the company's commitment to the region and will enable it to build a global centre of excellence.

“Having already established itself as a serious player in the Indian market, Latens continue to grow rapidly,” says Mark Crum, Latens Head of India Operations. “Latens CAS and Middleware bring great advantages in the market, as the innovative software-only solutions mean operators can get the most advanced, cost-effective security for their content. In 2010 we plan to continue our expansion in Hyderabad, building on our existing success in having found the right skill base to add to an already successful team.”

Approved by the major content owners to protect their premium content, Latens software CAS uses dynamically renewable technology which gives operators the confidence that their content and revenues are protected, while reducing operational expenditure (OPEX). In addition Latens CAS allows all operators to follow a business model that reflects regional requirements without the additional capital expenditure (CAPEX) imposed by smart cards.

“At Latens we understand the importance and the intricacies of the Indian digital Pay TV industry. This continued expansion will allow us work closely with the Pay TV operators of DTH, Cable, IPTV and DTT, providing unparalleled service and helping them overcome the challenges of deploying

digital TV within budget and timescales no matter what network,” says Rahul Nehra, Latens Regional Director Asia.

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#### **Note to Editors**

Latens (stand C-99) will be exhibiting at Convergence India from 23-25 March 2010.

#### **About Latens**

Latens is leading the way in fully DVB<sup>®</sup> 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 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:**

##### **Press contact**

Jennie Evans

Manor Marketing

[jennie@manormarketing.tv](mailto:jennie@manormarketing.tv)

Tel: +44 7986 546 768

##### **Latens contacts**

René Fusco

Latens Marketing Executive

[rene.fusco@latens.com](mailto:rene.fusco@latens.com)

Tel: +44(0)289 099 8240