



PRESS RELEASE

Latens unveils the latest updates to its ECO UI at IPTV World Forum

2010

Latest update of Latens industry leading IPTV middleware platform ECO boasts significant performance enhancements and allows operators greater customisation and configuration options

IPTV World Forum, Olympia, London, UK March 16 2010 – Latens, the leading provider of software-based conditional access and middleware for Pay TV, has announced the latest update to Latens ECO, its next generation solution for Pay TV operators.

Latens ECO already provides middleware with pre-integrated award-winning software-only conditional access (CAS) that brings true multi-media networking to the home. Built on open standards, ECO is a highly customisable service delivery platform, allowing Telco's to adapt the platform to their unique competitive demands and to continue to innovate as their business develops. ECO is already deployed worldwide with key features such as OTT TV services, DVR, remote DVR, and Home Networking.

Latens shows yet more progressive updates on its IPTV middleware platform ECO with enhancements such as alpha-blending graphics over live TV, advanced third party applications, and greater User Interface (UI) customisation and configuration options for operators. The fully-flexible UI provides a significantly higher quality of experience (QoE) to IPTV viewers with richer content, advanced graphics and an enhanced EPG.

The ECO platform update enables the integration of advanced applications from third party partners. Partners, such as Accedo and Systemagic, can build exciting applications including interactive games and social media (Facebook, Twitter, etc.), which can be seamlessly integrated with the core user interface.

"The latest enhancements to the ECO UI provide operators with a more customisable, fully flexible and configurable user interface. Latens continues to develop the ECO service delivery platform to meet the rapidly evolving requirements of Telco's and Cable operators," says Philip Cardy, Latens Product Marketing Director. "The ECO system sets new standards in the viewer

experience with greater scalability, performance and application integration to meet the needs of rapidly growing IPTV operations worldwide.”

Visitors to the Latens stand (#53) will be able to see a live demonstration of the updated Latens ECO system on set-top boxes from technology partners, ADB and Echostar. IPTV World Forum attendees will also be able to find demos of ECO middleware integrated with set-top displays at ADB (#39) and Echostar (#127) partner booths.

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About Latens

Latens is leading the way in fully 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 to over 100 installations in more than 20 countries. For more information about Latens please visit www.latens.com

About ADB

Advanced Digital Broadcast (ADB) provides set-top solutions to the worldwide digital television industry. ADB supply advanced customer premise equipment across all transmission platforms including cable, IPTV, satellite, and terrestrial. They strive to bring to market innovative solutions that help our customers deliver the best consumer TV experience. A leader in hybrid set-top devices with deep software expertise, ADB enables the Internet/TV content convergence, letting operators provide innovative services such as push video-on-demand, multi-room DVR, interactive TV, over-the-top applications and more. We fine-tune the entire software and hardware set-top solution for each operator's specific infrastructure to deliver peak performance. With over 14 million digital set-top devices sold to a global customer base, their products have been recognised for being among the industry's most advanced and reliable. For more information about ADB please visit www.adbglobal.com

About Echostar

EchoStar Europe is dedicated to enabling cable, IPTV, satellite and terrestrial operators to optimise network revenues by delivering added value, beyond the box technology, services and applications. Through a comprehensive product range, including set-top boxes, digital video recorders, home networking and place-shifting technology, their solutions enable the provision of state-of-the-art and cost effective entertainment services.

EchoStar Europe combines engineering, VIP account management, supply chain, manufacturing and customer service into one dedicated and experienced team to provide customers with competitive business strategies, practices and reduced product and operational costs. For more information about Echostar please visit www.echostareurope.com

About Accedo

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. For more information about Accedo visit www.accedobroadband.com

About Systemagic

Founded in May 2002, Systemagic has grown to be one of the most successful and fastest growing companies on the European telecom and IPTV market. Systemagic is a privately held company with head office based in Mjärdevi Science Park, Linköping Sweden.

Through their highly qualified field expertise, they have earned a reputation as a flexible, cost-effective and highly efficient partner to our clients. Systemagic's core expertise is in the fields of system development for embedded systems with focus on IPTV. For more information about Systemagic visit

www.systemagic.se

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