



PRESS RELEASE

LATENS BROADENS SCOPE FOR PAY TV OPERATORS AT IBC 2009

Latens ECO Cable Gateway, ECO middleware and CAS offer robust, feature rich solutions that streamline operations and costs for all Pay TV operators

Amsterdam, 10-15 September 2009, Stand # 4.B56 – Latens, the leading provider of software-based conditional access and middleware for Pay TV, has announced the launch at IBC of Latens ECO Cable Gateway, its next generation solution for cable operators.

This state-of-the-art system restores the cable operator's position as a high value content aggregator by enabling the creation of a fully IP based environment within the home. For the first time, cable operators can deploy a single integrated middleware and conditional access system that is capable of delivering next generation TV services across the whole home network. New Latens ECO enabled services could include whole home DVR, Remote DVR, Extended TV, Video on Demand, and Social networking integration.

Significantly, Latens ECO Cable Gateway uses the operator's existing cable infrastructure, and normal cable services are not affected. This simplifies digital transition on a home-by-home basis – and at minimal cost.

“The cable industry is at a unique turning point,” says Jeremy Thorp, CEO of Latens. “The cable operator's ability to cost effectively deliver high bandwidth services presents a huge opportunity, because consumers want services that are more On Demand, and these depend on more bandwidth”.

“It is crucial from an economic point of view that cable operators can monetize their network while delivering a seamless platform that provides consumers with the functionality they want,” Thorp adds. “Latens ECO Cable Gateway enables cable operators to do just that, while helping them continue to innovate in the future”.

Content Security for Cable, IPTV, Satellite, Terrestrial and Hybrid Networks

All content is protected by Latens award-winning software only Conditional Access (CAS), which not only offers operators of all Pay TV networks the highest levels of content security, but can be dynamically renewed to prevent loss of revenue in the event of hacking – a simpler and more cost effective solution than legacy smartcard-based security systems.

ECO 4.1

IBC will see the latest release of Latens ECO, the only middleware with pre-integrated conditional access software that brings true multi-media networking to the home. This new release broadens the scope of Latens ECO, now enabling true interactivity to both cable and IPTV operators.

New features of ECO 4.1 include Series Linking, On Screen Messaging, new User Interface (UI) customization capabilities, Whole Home DVR, Remote DVR, Time Shift TV, Rewind Live TV and Catch Up TV.

Latens Dashboard

At IBC Latens will also launch its Dashboard, an intuitive management interface that provides a single dashboard view of the health of the operator's Pay TV platform. This real time information system allows for rapid diagnostics of any potential problems, minimizing any service disruption and maximizing Quality of Service. Latens Dashboard is an addition to the company's world class customer service and support package that provides Pay TV operators with proactive product support.

Partners' Ecosystem

Demonstrations of Latens solutions for IPTV will be featured at the stands of several of our partners, including Echostar Europe (Stand # 4.B54), Amino (Stand # 5.B40) and Ericsson/ Tandberg TV (Stand # 1.D61).

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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

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