

## PRESS RELEASE

### **Latens secured Multimedia Polska grows to 100,000 digital TV subscribers**

*Strong and continued growth of the Hybrid DVB-C and IPTV network protected Latens Software Conditional Access*

**Belfast, UK, 22<sup>nd</sup> June 2009** – Latens, the leading provider of software Conditional Access and Middleware for Pay-TV, today announced that Multimedia Polska's hybrid DVB-C and IPTV service – secured by Latens software-only Conditional Access – has reached 100,000 subscribers.

Multimedia Polska is one of Poland's most innovative and leading providers of triple play services, offering a combination of Cable TV, Voice and Broadband Internet in a single package. In partnership with Latens, Multimedia Polska has revolutionised Pay-TV in Poland.

The hybrid DVB-C and IPTV network is both protected and enabled by Latens' software Conditional Access (CAS) solution, which has allowed Multimedia Polska to become one of the most pioneering regional operators offering a range of advanced media services including Video on Demand (VoD) and HDTV.

The Latens software CAS provides Multimedia Polska with a unique solution that allows its Cable and IPTV networks to be secured from a single headend. Latens CAS is highly integrated with Multimedia Polska's IPTV and DVB-C infrastructure, including ADB set-top boxes with MHP middleware from Osmosys and IPTV middleware from Minerva.

"This is another great milestone for Multimedia Polska and the constant level of superior customer support provided by Latens gives us a solid foundation for our customer focused service," says Bartłomiej Kasiński, Strategy and Development Director, Multimedia Polska.

"The unique flexibility provided by Latens CAS means that we can easily upgrade our network and integrate new advanced services and features without any disruption to our customers," he adds. "The Latens solution can be scaled effortlessly and, as we continue our predicted strong and sustained growth, I am confident that we will benefit from the flexibility of Latens software CAS."

Latens software-based CAS provides operators of IPTV, Cable, DTH, DTT and Hybrid networks with the most advanced content and revenue protection. Unlike traditional legacy systems, Latens software CAS uses dynamically renewable technology which provides many advantages to operators over traditional smart-card based solutions.

Using renewable technology allows operators to be confident of protecting revenue streams whilst reducing operational expenditure (OPEX). In addition, Latens software-only CAS allows Pay-TV operators to follow a business model that reflects regional requirements, without the additional capital expenditure (CAPEX) imposed by smart-cards.

This high level of flexibility and affordable deployment costs has contributed to Latens' success in becoming a leading provider of software-based CAS.

"We are proud that Latens software CAS has played such a key role in helping Multimedia Polska become one of Poland's leading triple play providers," says Gary Else, Director of Strategic Alliances at Latens. "Latens values its partnership with Multimedia Polska, as the company continues to offer innovative and advanced Cable and IPTV services in Poland, both now and in the future."

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#### **Note to Editors**

Visitors to Digital TV Central & Eastern Europe can see both Latens and Multimedia Polska speak on range of topics. Alex Borland, Latens Director of Business Development will be speaking on 23 June at 17:00 hours with Bartłomiej Kasiński, Strategy & Development Director, Multimedia Polska on 'Combating Piracy in the Digital World'. Bartłomiej Kasiński will also be speaking at 10:25 hours on 'Cable's Reaction to Multiple Rivals'. To arrange a meeting at Digital TV CEE please email [oonagh.lindsay@latens.com](mailto:oonagh.lindsay@latens.com)

#### **About Multimedia Polska**

Multimedia is one of the leading Polish providers of triple play, a service which combines cable TV, voice and broadband internet in a single package. The company operates across Poland in over 2,000 locations. As of 31 March 2009, Multimedia provided its services to a total of some 666,000 customers. Multimedia is among the most innovative Polish operators always introducing new products and innovative solutions. We have recently rolled out digital television for cable subscribers, high-definition television (HDTV) and video on demand (VoD). We are also considering becoming a mobile virtual network operator (MVNO). For more information please visit [www.multimedia.pl](http://www.multimedia.pl)

#### **About Latens**

Latens is leading the way in fully DVB<sup>®</sup> 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, Singapore 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](http://www.latens.com)

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