



## **PRESS RELEASE**

### **Latens sets up partnership in Colombia to help combat CAS piracy issues**

*Latens partner with system integrator, AT Logistics, to provide the Latin American Pay TV market with low cost, CAS solution for next generation entertainment services to set-top boxes, PCs, mobile devices and home networks.*

**Belfast, UK & Bogotá, Colombia, 23 April 2010** – Latens, the market leader in software conditional access and middleware for Pay-TV operators, and AT Logistics, the premier systems integrator in the Latin American TV and telecommunications market, today announced that they have signed a partnership agreement to promote software CAS for all networks and ECO middleware with pre-integrated CAS, in Colombia, Panama, Venezuela, Ecuador and Chile.

This agreement shows the commitment of both companies to the growth of the Pay TV market in the region and means that AT Logistics can now offer the full range of Latens Conditional Access (CA) products for DVB®, IPTV and Cable/ IP Hybrid DTH, DTT networks. The partnership will ensure the successful sales and marketing activities of solutions combining AT Logistics system integration expertise and Latens CA products.

“Latens unique cardless CAS solution, for all networks, is ideal for Latin America where cost is an issue and where current CAS systems have suffered high levels of piracy. Latens solutions allow us to work across all Pay TV platforms in the Latin American market and their technology is flexible which makes the installation process seamless,” says, Jorge Camperos, AT Logistics. “Latens are the only CA vendor that can provide the technology that can secure IPTV, Cable, Satellite and Terrestrial networks, while supplying the features demanded by our customers.”

The award-winning Latens CAS is specifically tailored for the unique demands of broadband cable and IPTV network operators in South America. Latens cardless conditional access solution is low cost and enables the Pay TV operators to combat the high and costly levels of piracy in the region.

IPTV operators can utilise Latens ECO to cost-effectively transform traditional TV into a whole-home media experience. ECO is a high performance, state-of-the-art IPTV service delivery solution that combines middleware and conditional access functions in a single platform to keep operator investment to a minimum. ECO enables a fully scalable and feature rich IPTV service that includes live TV, interactive TV, VOD, music and games, with support for MPEG-4 AVC compression, standard-definition TV, HDTV and DVR functionality.

“We are delighted to partner with AT Logistics as this will help us deliver high quality and cost effective solutions to our customers, and provide us with the capacity to deliver the best products and services in the Latin American IPTV, digital cable, satellite and terrestrial TV markets,” said Andrew Pons, Director New Business Latin America, Latens. “This partnership will allow us to build on our initial success in the region and best serve the Latin American market”.

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#### **About Latens**

Latens is leading the way in IPTV and 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 globally. Latens success has been reflected in the number of prestigious industry awards it has won, The Queen’s Award for Enterprise and the Deloitte Fast 500 technology award for the EMEA region. For more information about Latens please visit [www.latens.com](http://www.latens.com)

#### **About AT Logistics**

AT Logistics Corporation (ATL) is one of the most important South American value added distributors. By creating strong and positive partnerships with suppliers they are at the forefront of 3Play market and offer market-leading, cutting edge solutions to meet today’s business challenges. AT Logistics offer the customer tailored solutions they want with support and professional services they need, helping them to grow their business and increase their revenue stream. ATL provides products, services and support that identify critical needs and address those critical needs through offering multi-vendor solutions that drive demand back through the Latin-American market. ATL, founded as an International VAR distributor, has offices located in Miami, Colombia, Mexico and Ecuador. For more information visit [www.at-logistics.com](http://www.at-logistics.com)

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