



PRESS RELEASE

Latens and Coship offer the Right Solution for IPTV and Cable market

Combining Latens software CAS and ECO middleware with Coship's Set-Top Box range provides a cost effective, next generation solution for IPTV and Cable operators and those wishing to run hybrid boxes and networks

Belfast UK and Shenzhen China, 10 March 2010 – Latens, the market leader in software-based conditional access (CAS) and middleware for Pay-TV, today announced that they have signed a partnership agreement with Coship, the Set-Top Box (STB) provider. The focus of this partnership agreement is to work together on delivering cutting edge solutions based on Coship's range of STBs with Latens leading software CAS and ECO Middleware.

Latens software CAS is a standards compliant, downloadable solution offering Pay-TV operators a more dynamic and secure anti-piracy strategy at a much lower cost than traditional card-based or embedded set-top systems.

Latens ECO is a middleware with pre-integrated CAS thereby removing the costs of integration and reducing future support and maintenance fees. Deployed in EU and USA, ECO offers operators an enhanced TV service including Time shift TV, OTT TV, full DVR functionality and much more.

The combination of Coship's STB range and Latens CAS and middleware solutions offers the market a highly secure enhanced delivery of Pay-TV services across cable IPTV and Hybrid networks. "The partnership between the two companies will bring technologically advanced and cost effective solutions for IPTV and Cable operators and those looking for hybrid options," says Jean-Paul Heron, Director of Set-Top Box Partner Strategy at Latens.

"We believe that integrating with Latens card-less CAS and middleware means that the features in our STB are able to be maximised by operators and viewers, taking the viewing experience to a new level without imposing great additional cost," says Ruiliang Yang, General Manager for

International Business and Global Sales at Coship. “We look forward to promoting Latens as one of our family of partners at IPTV World forum in London between the 23rd and 25th of March.”

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Note to Editors

Latens (stand 53) and Coship (stand 157) will be exhibiting at IPTV world forum from 23-25 March London Olympia.

About Latens

Latens is leading the way in IPTV and 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 Coship

COSHIP Electronics Co., Ltd. founded in 1994, is a listed well-known Hi-tech enterprise in China, specializing in R&D, manufacture and marketing of satellite/cable/terrestrial digital TV receivers, professional head-end IRD, IP STB (Set-Top Box), cable modem, GPS products, security products and LED displays. As the China’s largest and one of global leading STB manufacturers, COSHIP provides global Pay-TV operators with a variety of STBs worldwide deployed in Europe, Middle East, Asia, Australia, North America, South America and Africa. Furthermore, COSHIP maintains tremendous growth and has been the number one STB exporter in China for the past six consecutive years. For more information about Coship, please visit www.coship.com

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