



PRESS RELEASE

Latens and GoDB Offer the Right Solution for Indian Cable Market

Integration of Latens software CAS and GoDB middleware provides a cost effective solution for cable operators

Mumbai, INDIA, 6th October 2009, ScaT Stand A-11 – Latens, the leading provider of software-based conditional access (CAS) and middleware for Pay TV, today announced that its software CAS has been successfully integrated with GoDB Tech's middleware platform.

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.

GoDB's middleware platform provides an extremely rich user experience, stretching device capabilities while at the same time being aware of any limitations. The GoDB EPG and UI includes viewer friendly features such as quick search, personalised favourites, reminders, programme ratings and much more.

"For cable and DTH operators in India and South Asia, choosing the right combination of CAS and middleware is crucial to the success of their business," says Rahul Nehra, Asia Regional Director at Latens.

"The integration of our software CAS with GoDB's middleware provides operators with a cost effective, secure and fully featured solution that offers a compelling viewer experience. We believe the tightly integrated solution will enable cable operators to go to market faster, while minimising the cost and complexities of deployment."

Raja Raman, CEO, GoDB Tech says: "The capability of our Middleware Platform to deliver targeted Value Added Services and Content through the Cable/IP networks will provide opportunity for the operators to increase their ARPU without imposing additional costs. Integrating our middleware with Software Only CAS from Latens provides a secure way of delivering our services and personalized content taking the viewing experience to a new level.

“Our motto is to keep the end-user in control, while at the same time delivering the desired result with the least possible interaction. This partnership allows us to do this effortlessly,” Raman concludes.

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Note to Editors

The Latens and GoDB solution can be seen at SCaT trade show, at the World Trade Centre Mumbai from 7th – 9th October, stand A-11. To arrange a meeting or to request a demo please email oonagh.lindsay@latens.com

About GoDB Tech

GoDB Tech is a Chennai-based Product Development company providing Application Development Platform for wireless/embedded devices. The GoDB Platform supports embedded OS such as Symbian, Palm, Pocket PC, Embedded Linux, and several other leading industry RTOS including Nucleus+. GoDB Tech is backed by a management team with a tremendous track record in delivering unique and highly competitive technology solutions to various global players in the relevant markets. For more information visit www.go-db.com

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

For further information contact:

Press contact

Richard Dean
Manor Marketing
Richard@manormarketing.tv
Tel: +44 7986 546 768

Company contact

Oonagh Lindsay
Latens
oonagh.lindsay@latens.com
Tel: +44(0)289 099 8240