



PRESS RELEASE

Latens Continues Growth with Key New Appointment in South Asia

Belfast, UK, 27th April 2009: Latens, the leading provider of software Conditional Access and Middleware for Pay TV, has announced the appointment of Rahul Nehra to the newly created role of Regional Director, South Asia.

The appointment reflects Latens' continued growth following its success in providing industry leading solutions for digital Pay TV, and in particular the company's commitment to the developing Asian market.

Mr Nehra will be responsible for the overall sales and services of Latens in South Asia, and play an important role in developing the company's sales strategies and new business initiatives, while helping customers to capitalize on the substantial benefits of Latens' emerging TV technologies.

"We are pleased to welcome Rahul on board as Latens moves into its next phase of development and growth," says Alex Borland, Director of Business Development. "Rahul brings extensive knowledge and experience of the Pay TV environment and has been influential in propagating the cause of content protection and conditional access in the South Asia region."

Mr Nehra has built up considerable expertise in the Pay-TV technology business through various positions at Tata Unisys, Hughes Communications, Europe*Star, and Irdeto, where as Country Manager he oversaw the company's successful regional expansion. Mr Nehra is also one of the founders of Aura Global Media Corporation and two TV channels, Aarti TV and Tamil Cinemix.

"Latens has already established itself as a serious player in the Indian market, and this is a very exciting time to be joining the company as it continues to grow rapidly," says Nehra. "Latens software CAS and Middleware bring great advantages in this market, as the innovative software-only solutions mean operators can get the most advanced security cost-effectively."

“I look forward to contributing to the company's already successful business, and to help further shape the region's Pay TV market,” he adds.

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About Latens

Latens is leading the way in fully DVB® 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

For further information, contact:

Company Contact

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

Press Contact

Richard Dean, Manor Marketing
richard@manormarketing.tv
Tel: +44 7086 546 768