

IBC Press Release

IBC Launch of Latens ECOsystem Provides First Scalable Flexible and Secure Service Delivery Platform for IPTV Operators

Belfast, Northern Ireland, UK, September 05 2007 – Latens, Europe’s leading provider of software security solutions for Pay-TV & IPTV, announces today the launch of Latens ECOsystem, a new IPTV service delivery platform. Latens ECOsystem enables network operators to provide advanced secure IPTV services and is already deployed at one of Europe’s largest and most advanced IPTV operators. The Latens ECOsystem service delivery platform sets new standards in viewer experience, flexibility, scalability and performance to meet the needs of rapidly growing IPTV operations worldwide.

Latens ECOsystem integrates established, standards-based STB client middleware, browser technology and Pay-TV class conditional access to provide a high-performance and open IPTV service delivery platform. Latens ECOsystem is primarily aimed at larger IPTV operators and those with complex franchise or multi-country operations that need the power and flexibility afforded by Latens ECOsystem. The modules in Latens ECOsystem, provide IPTV operators with:

- Intuitive viewer software for navigation, selection and viewing of services
- Live and on-demand service management functionality
- Integrated best in class software-based conditional access security – providing proven scalability to millions of customers
- Comprehensive portal set-up and system management software
- Extensive service management and administration facilities

“By combining the best of broadcast knowledge, expertise and architectures with new advances in STB and network infrastructure we’re able, for the first time, to provide IPTV operators with a service delivery platform that scales elegantly, is truly secure and is cost-effective and highly flexible,” says Jason Rogers, CTO, Latens Systems. “We started to develop Latens ECOsystem almost the minute we realized just how seriously the flaws in existing IPTV management systems were hampering our clients’ future plans and profitability.”

Rogers continued: “As they grow in size and complexity, many operators are finding that their launch solutions have been optimized as far as is economically sensible. For these companies we’ve designed and launched the Latens ECOsystem service delivery platform, which uniquely provides IPTV operators with what they need – a fault-free commercially deployable service delivery platform that has the flexibility to support all their future business needs.”

Latens ECOsystem has been built upon Latens’ long experience of Pay-TV and IPTV. The design principles that underpinned Latens’ development of Latens ECOsystem are based on open standards, using architectures that have successfully secured large Pay-TV operations from concerted piracy attack and are intended to ease interoperation with upstream and downstream solutions from other vendors. The benefits of the Latens ECOsystem service delivery platform include:

- Open and Flexible Service Platform – allows the operator to quickly implement new services and business models
- Compelling Viewer Experience - Responsive, intuitive interfaces with VOD, HD and PVR capability
- Low Infrastructure Costs - Highly scalable system achieving multi-service, large scale STB deployments
- Integrated Conditional Access - Secure content and service delivery at reduced integration risk and cost
- Low Operating Costs - Automated, centralised content, traffic and service management
- Proven Platform – Already supporting the advanced IPTV services at one of Europe’s largest IPTV operators.

Note to editors: Visitors to Latens IBC Stand (Hall 5, stand 235), RAI, Amsterdam, 7-11, September, 2007, will be able to see Latens complete range of solutions for IPTV and next generation media providers, including a live demonstration of Latens ECOsystem.

About Latens Systems

Latens designs, creates and deploys industry-leading software solutions to enable Pay-TV and IPTV operators to secure content, protect revenues and operate more efficiently. Latens' pioneering design of downloadable, software based Conditional Access Systems is based on the company's patented Secure Software Module technology and management systems, which ensure that all Pay-TV and IPTV operators can now cost-effectively maximize security. Latens also designs software components that interoperate with Latens Conditional Access Systems to increase an operator's flexibility and efficiency while simplifying the launch of new revenue generating services, such as VOD, PVR and network PVR. Founded in 2002, Latens is the world's fastest growing CA supplier. The company is based in Belfast, Northern Ireland with offices in Atlanta, London and Singapore. For more information, please visit: **www.latens.com**

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