

Press Release

Latens Spreads Local Message at IPTV World Forum North America

ATLANTA, GA. 18th July, 2008 – Latens, the leading provider of downloadable software conditional access (CA) and service delivery platforms for IPTV, today announces that IPTV World Forum North America (McCormick Convention Centre, Chicago, 22-23 July, 2008) will see Andy Mathieson explaining how the latest technologies enable even the smallest rural Telco operator to provide an IPTV experience as powerful as anything it's better resourced nation-wide competitors can offer.

Andy Mathieson's session: *'What are the business benefits of going local?'* is at 15:30 on the 22nd July, part of the 'Targeting Rural Communities' conference strand.

"We believe that for the local operator, IPTV provides a real chance to do what they do best – provide the local community with entertainment and information services that really answer their needs. It is all about helping the local operators to provide the services that differentiate their offering." says Andy Mathieson, Director, Latens.

"IPTV enables smaller operators all over the USA to provide triple-play services to retain customers and increase ARPU. But it's more than that: the IP in IPTV ensures that even the smallest Telco can very easily integrate local web-feeds, local newsfeeds, local webcams all accessed through a user-friendly IPTV EPG. The combination of best in class look and feel with local content that a tier-one Telcos can't provide is an amazingly powerful offering for a local operator. We are focused on helping Telcos across the USA to provide what communities everywhere want: great entertainment and the best in local information and services, all provided by people that really know and understand the local community," concluded Mathieson.

Latens will also be demonstrating the benefits and capabilities of its ECO system (ECO) as part of a turnkey delivery solution on the EchoStar IPTV World Forum booth (# 4). Latens ECO is a high performance, state of the art software IPTV service delivery platform that combines middleware functions and world class conditional access functions in a single platform.

- more -

Configured to meet the needs of the US Telco market, the benefits of ECO include:

- Reduced integration and capital investment costs: Turnkey deployment of ECO provides middleware functions with best in class conditional access in a single system, which removes additional and costly integration
- Highly differentiated and localised service: with ECO options are available for increased customisation and insertion of local content
- Risk free solution: Latens CA technology is proven and deployed, and is already approved by content providers
- Quality of Experience: Compelling viewer experience with intuitive EPG and user interface for ease of navigation, selection and viewing of services
- Fully scalable & feature rich IPTV service: enabling live TV, H.264, SD/HD, DVR and multi-box home with VOD and interactive web portal applications

About Latens

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 maximise 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. Latens works with partners all over the world and has worked closely for several years on development of the Indian market with local partner Horizon Broadcast, based in New Delhi. For more information please visit www.latens.com

- ends -

For further information, please contact:

Latens

David Bramley

Platform PR

david@platformpr.com

Tel: +44 (0)20 7486 4900