



IBC Press Release

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Latens to Secure du IPTV Services

Latens CA awarded contract to secure innovative UAE's du IPTV services

Belfast, Northern Ireland, UK, September 06 2007 – Latens, the leading provider of software security solutions for Pay-TV & IPTV, today announces that it has been awarded a contract by the Dubai-based telco, du, to protect its IPTV service. du, the new telecom operator in United Arab Emirates (UAE), has acquired over 500,000 customers. This represents more than 10% of the UAE population within less than a year of its launch of operations.

Latens CA is to protect du's population of Motorola set-top boxes (STBs). The contract will see Latens CA rolled-out in Q4 2007.

"I'm pleased to be working with such an innovative operator as du," says Andy Mathieson, Director, Latens Systems. "The du content offering is highly attractive, with over 100 channels on the Basic Package only, in addition to several Premium packages. By securing the du IPTV service, we enable the operator to keep its content partners happy as well as protecting the company's revenues."

The innovative multilingual du IPTV service provides TV channels from the UAE and around the World, catering to the tastes of different nationalities and cultures. As well as the Basic Package, there are Premium packages from content aggregators and providers worldwide, providing UAE's consumers with incredible choice of TV programs in several different languages.

"We chose Latens CA for its state-of-the-art technological advancement in this field as well as the functionality and scalability combined with its choice of IPTV CA architecture, all which provide the greatest flexibility for our future IPTV plans," says Osman Sultan, CEO of du.

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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 security solutions for IPTV and next generation media providers and a live demonstration of its newest product, the Latens ECOsystem IPTV service delivery platform, which launches at IBC2007.

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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