

Latens Continues Growth with New Key Appointment in South Asia

Latens, the leading provider of software Conditional Access (CAS) and Middleware for Pay TV, has appointed Rahul Nehra to the role of Regional Director, South Asia.

New Delhi, Delhi, November 24, 2009 /[India PRwire](#)/ -- Latens, the leading provider of software Conditional Access (CAS) and Middleware for Pay TV, has appointed Rahul Nehra to the 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.

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 provide operators with cost effective, secure and fully featured solutions that offers compelling viewer experience, and enables operators to go to market faster, while minimising the cost and complexities of deployment.

Latens' software CAS is a standards-compliant, downloadable solution offering all 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.

Latens ECO middleware with pre-integrated software CAS supports IPTV and cable operators' push into advanced TV, allowing them to offer services such as Over-The-Top (OTT) video and TV Anywhere, while ensuring content security across multiple viewing devices. Latens ECO can help operators cost-effectively monetize and deploy advanced TV services providing them with the state-of-the-art technology they need to effectively compete.

"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 Rahul Nehra, Asia Regional Director at Latens.

"For cable and DTH operators in India and South Asia, choosing the right CAS and middleware is crucial to their business success. 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 added.

Notes to Editor

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

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