



Play the difference

Wyplay continues its international expansion in Latin America with the opening of an office in Sao Paulo

Marseille - Thursday, June 2nd 2016 —Wyplay, leading software solutions provider for digital TV operators, confirms its international expansion with the office's establishment in Sao Paulo, Brazil. After in-depth prospecting in Latin America and a Frog Turnkey project signature in Brazil to be unveiled late 2016, Wyplay chooses today to deploy resource and have a local presence in Brazil, in order to develop new business opportunities.

Sao Paulo: a strategic position in Latam

Latin America now includes twenty countries or about 557 million inhabitants. The average growth rate of about 4% per year for 10 years makes it actually an obvious area of development. Sao Paulo, with its strategic position in Latam, reveals itself as the perfect location for this new Wyplay' offices.

Office opening

With a mission to focus on the entire area LATAM, Wyplay's objective is to provide services and proximity to existing local clients and to better respond to its prospects' specific needs and requests, more specifically on TV operators.

Jacques Bourgninaud, Wyplay CEO, proudly declares: «We are delighted to announce our office opening in Latin America, and are eager to work with businesses in the region seeking independent and innovative solution to gain competitive advantages. Our sales representative in Sao Paulo will tackle to develop new relationships with companies looking for a flexible solution that adapts to their products and their specific needs.»

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About Wyplay

Independent and internationally recognized, Wyplay develops open, modular and innovative software solutions for IPTV, cable, satellite and terrestrial TV operators and broadcasters around the world.

Wyplay's technology enables operators to select, configure, and deploy solutions easily from the richest list of preconfigured functionality available in a modular online TV solution, including an electronic program guide; video recorder; multiscreen and multiroom connectivity, an application store; and more.

Wyplay's professional services team creates user experiences that exactly match and complement an operator or broadcaster's product and market strategies. Wyplay is now a strategic partner for such leading brands as SFR, Vodafone, Proximus, Canal+, Sky Italia and DishTV.

To learn more about Wyplay's set-top box, multi-screen and OTT solutions, please visit www.wyplay.com and <https://frogbywyplay.com/>.

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