



For Immediate Release

Meet Wyplay at CES2014
Las Vegas
The Venetian Hotel
Toscana 3604/3605

Movea Cooperates with STMicroelectronics and Wyplay to Deliver Best Motion-Based InteractiveTV User Experience

2014 Fully integrated platform showcases compelling, intuitive user interface navigation with motion-based commands on display at CES 2014

CONSUMER ELECTRONICS SHOW (CES) - LAS VEGAS, Jan. 8th, 2014 - Movea (www.movea.com), the leader in motion processing technology for interactive TV, together with STMicroelectronics, a global semiconductor leader serving customers across the spectrum of electronics applications; and Wyplay, creator of the first independent open source software solution for pay-TV operators, are demonstrating a complete integration of best-in-class hardware, middleware and motion software at CES. Together, the three companies will show how this integration brings easy and rapid deployment of motion-based user interfaces for next-generation connected home systems.

The combination of ST's market-leading STB platform, Wyplay's open-source Frog platform and Movea's SmartMotion technology offers an intuitive and simple way to control interactive content through motion based in-air pointing and gestures. The complete system results in a unique and unmatched user experience.

Movea's SmartMotion Server fully integrates with Wyplay's middleware and ST's Orly and Cannes platforms to allow for a more immersive multimedia experience to consumers, creating a new and fun way for them to participate with their TV content, games and other services.

Additionally, the SmartMotion Server:

- Provides a complete gesture-based interaction support for applications, such as VOD catalog, media center, web browsing, social media and gaming.
- Enables users to effortlessly navigate the interface applications and content with natural in-air point-and-click, up and down swipes for easy scroll, gesture recognition and multi-touch emulation with motion.

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- Delivers a new gaming experience by allowing users to play games using the remote as a controller. For example, in a game where a natural wheel drive interaction is required, they'll be able to hold and turn the remote as they would do with a real steering wheel.

“Our collaboration illustrates how the best innovators in hardware, middleware and software can come together to unleash the power of motion to enhance the home entertainment experience,” explains Wahid Issa, vice-president of marketing for Movea.

“The ST technology platform provides the perfect foundation for Movea’s and Wyplay’s efforts to change the way consumers interact with their devices by enabling service providers and set-top-box OEMs to deliver a better user experience with more intuitive and natural navigation,” added André-Louis Bertrand, Technical and Strategic Marketing Director, STMicroelectronics. “And Movea’s SmartMotion, using ST’s MEMS motion sensors, delivers outstanding interactivity.”

“As set-top boxes offer more services and apps, consumers are increasingly looking for more intuitive user interfaces. This desire for a more interactive experience is paving the way for motion-sensing technologies to create simpler and more immersive entertainment experiences,” said Dominique Feral, founder and CMO at Wyplay. “Adding Movea’s recognized motion technology to our Frog Market Place platform, a venue where third-party solutions complementary to and pre-integrated with Wyplay’s technology are readily accessible to all members of the Frog community, enables operators and broadcasters to deliver high-value applications and services to their subscribers, making the fully connected home an enjoyable reality.”

This technology will be on display at CES. Please stop by Movea’s booth (#25336) and Wyplay’s meeting room (Venetian Hotel, Toscana Room 3604-3605) to see it.

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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’s or broadcaster’s product and market strategies. Wyplay is now a strategic partner for such leading brands as SFR, Vodafone, Belgacom and now Canal+. To learn more about Wyplay’s set-top box, multi-screen and OTT solutions, please visit www.wyplay.com and www.FrogByWyplay.com.

Blog: www.frogbywyplay.com/page/blog

Twitter: [@frogbywyplay](https://twitter.com/frogbywyplay)

YouTube: <http://www.youtube.com/user/Wyplay/videos>

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About Movea

Movea is the leading provider of data fusion and motion processing firmware, software, and IP for the consumer electronics industry. Thriving on its portfolio of more than 500 patents, Movea turns sensor data into meaningful personal information, decoding and analyzing sensor signals using ultra-low power, high performance algorithms and data hub technology. Our expertise enables customers and partners to unlock the 1 trillion sensors opportunity into 1 million smart applications for mobile, sports and interactive TV while reducing the risk, cost, and time-to-market for delivering compelling new features that differentiate their products and deliver more end-user value.

Movea has a global presence with headquarters in Grenoble, France, subsidiaries in the U.S. in Silicon Valley, Calif., and Seoul, South Korea, as well as technology and manufacturing partners and distributors around the world. For more information visit www.movea.com or follow us on Twitter at @MoveaDataFusion.

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About STMicroelectronics

ST is a global leader in the semiconductor market serving customers across the spectrum of sense and power and automotive products and embedded processing solutions. From energy management and savings to trust and data security, from healthcare and wellness to smart consumer devices, in the home, car and office, at work and at play, ST is found everywhere microelectronics make a positive and innovative contribution to people's life. By getting more from technology to get more from life, ST stands for life augmented.

In 2012, the Company's net revenues were \$8.49 billion. Further information on ST can be found at www.st.com

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