



Wyplay Expands Operations into North America

TelcoTV, New Orleans, USA, October 26th, 2011. WYPLAY, the world's leader in innovative client-side HD IP and OTT software solutions for Operators, announces that it has expanded its operational footprint into the North American market. Wyplay will leverage its European operator success by providing local sales, marketing, and technical support in the region.

Wyplay's client-side software solution has become the benchmark for Tier-1 operators in the highly competitive European IPTV & OTT market and has displaced the traditional giants.

WYPLAY's software solutions sit at the very heart of the connected home and power some of the biggest brand names in consumer electronics and broadcaster/operator providers including France's SFR, Belgium's Belgacom, and numerous leading Vodafone entities. Wyplay's offering is the broadest in the market spanning complete connected media players, to a full range of global & local web services, media-on-demand (Video, Music, Gaming), Over-The-Top web experiences, media playback via intuitive 3D user interfaces, support for Widgets, unparalleled connectivity, and complete UIs from design to implementation.

"With this expansion, Wyplay aims to deliver to North American operators what we have delivered to their European counterparts, namely, best-in-class innovative services coupled with disruptive end user experiences", said Steve Coutts, Vice-President Sales & Business Development at Wyplay. "By competing in and helping shape the highly competitive European operator market, Wyplay has developed unique and insightful experiences that will greatly serve our customers in North America and beyond."

About Wyplay:

Independent, global, and internationally recognized, Wyplay provides state-of-the-art solutions for Connected-HDTVs, Media Center CE devices, HD IPTV boxes, Sat/Cable/Terrestrial HD STBs, and in-home media HDD products.

At the very heart of Wyplay's offering is the Wyplay Modular Solutions (WMS), an embedded, robust, and full-featured HD software platform that provides the most complete range of functionality available in the market for both "in the box" and "in the cloud" connected entertainment experiences. WMS delivers unsurpassed connectivity, playability and consistency of enjoyment across the growing number of devices operators need to serve. In addition to WMS's impressive technical and performance pedigree, Wyplay provides an elegant and intuitive 2D & 3D user interface that greatly contributes to the level of engagement for the most demanding customer. Wyplay enables its key partners to build and customize their own unique solutions using the WMS Application Development Kit (ADK).

To discover more about "The Connected TV OS", visit www.wyplay.com

Contacts

Wyplay Headquarters:

Dominique Feral
EVP Marketing
+33(0) 491 457 180
dferal@wyplay.com

Wyplay
200 avenue de Provence
13190 Allauch
FRANCE
www.wyplay.com

Wyplay Americas

Francois Modarresse
General Manager – Wyplay Americas
+1 650 888 5502
fmodarresse@americas.wyplay.com

Wyplay Americas
4701 Patrick Henry Drive
Unit 12
Santa Clara, CA, 95054
USA