



## Wyplay launches NatUitive™, the new revolutionary User Interface & tactile Remote Control for the most distinguished end-user experience

ALLAUCH – France – December 23d, 2008 – At the upcoming CES 2009 to be held in Las Vegas, USA, in January, Wyplay will showcase its NatUitive™ new “Natural & Intuitive” user interface (UI) and breakthrough sensitive remote control for its WMS Media Center Software Platform. NatUitive™ revolutionizes the way people will control and enjoy their TV, play their Media content, and access Web services directly from their TV.

For Dominique Feral, Wyplay’s EVP Marketing, the “End User Experience is a key element in our strategy. NatUitive™, for ‘Natural & Intuitive’, represents a break from the traditional remote control and associated UI. No more buttons on the remote, therefore, the user doesn't need to glance down at it anymore. This innovation coming from our R&D labs is currently being patented.”

By eliminating the need for users to frequently glance back and forth from remote to TV screen, NatUitive™ offers a greatly improved level of comfort. The functions are an integral part of the UI and presented as on-screen virtual buttons and areas. This is particularly powerful in providing key functions with easy on-screen actions, even in low ambient light. NatUitive™ can also address the visually impaired consumers.

NatUitive™ has been created to simplify multimedia use on TV. Instead of many buttons, or buttons with too many functions, NatUitive™ abandons physical buttons and presents a unique click approach. NatUitive™ only displays pertinent functions in each universe; for example, among others, Channel up/down while in the TV universe and Rotate/Slideshow in Photo universe.

Due to its inherent flexibility, NatUitive™ is perfectly suited for the introduction of new UI-intensive features such as Web browser navigation.

For Wyplay’s ODM customers, the new NatUitive™ UI System is “backward compatible” with all the Wyplay products by a simple firmware upgrade. NatUitive™ could be sold separately with the required firmware for already sold products or could be provided with new products. Last but not least, the NatUitive™ RCU BOM (Build Of Material) cost is only few dollars.

## About Wyplay

Wyplay is a user-centric, Europe-based ODM providing a range of internationally recognized TV and home media connected platforms. Wyplay's creative solutions have an unsurpassed range of connectivity and range of media playability, driven by an elegant and easy-to-use User Interface that greatly contributes to the quality of experience for the most demanding customer. Wyplay offers tailor-made solutions ranging from software licensing only to full turnkey products: Media Center CE Devices, full-HD IPTV boxes, DVB Set Top Boxes, connected TVs, and in-home HD Multimedia-HDD products. Wyplay's products power some of the world's leading in-home consumer electronic brands and operators.

For more information, meetings & interviews, feel free to contact:

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