



## **Frog by Wyplay turnkey solution pre-integrated on Skyworth set-top-box platforms**

**Marseille, France, and Shenzhen, China – September 9<sup>th</sup>, 2015** – Wyplay, creator of software solutions for leading pay-TV operators, and Shenzhen Skyworth Digital Technologies Co. Ltd., a global provider of solutions for the smart home, today announced their collaboration on the Frog Turnkey solution.

Aiming to bring an attractive digital TV experience to subscribers with an affordable business and deployment model for operators, the Frog Turnkey solution incorporates all the features for traditional linear broadcast TV consumption and on-demand content over the Internet into an integrated package, including backend components, for a modern user experience.

Under the new partnership, Wyplay will provide the Frog Turnkey solution pre-integrated on Skyworth Digital devices, while Skyworth will promote it as a bundle to pay TV operators in Europe, Latin America and Asia.

“As the 4<sup>th</sup> largest manufacturer in the world, Skyworth Digital has a significant global market share” said Dominique Feral, Wyplay CMO. “Our collaboration will allow to increase the scale of the deployment of Frog to a larger number of devices in key markets, like in Latin America and South East Asia.”

Skyworth is the world’s fourth largest manufacturer and provides set-top boxes in nearly 100 countries, supplying Tier 1 DTH and Cable Operators globally. Darrell Haber, VP Marketing and Alliances, said: “With the Frog Turnkey solution we are able to integrate the Frog software across multiple chipset platforms, saving time and software development resources to improve our bottom line.”

Wyplay and Skyworth will showcase the Frog Turnkey solution at Booth A25 in Hall 5, and at Booth A31 in Hall 5, respectively, at IBC 2015, which takes place in Amsterdam from Friday, September 11<sup>th</sup> to Tuesday, September 15<sup>th</sup>.

To book a meeting with Wyplay: <http://www.wyplay.com/?page=meeting&id=77>

Meetings with Skyworth can be arranged by contacting [jayne.garfitt@proactive-pr.com](mailto:jayne.garfitt@proactive-pr.com).

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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, Belgacom, Canal+ and Sky Italia. To learn more about Wyplay's set-top box, multi-screen and OTT solutions, please visit [www.wyplay.com](http://www.wyplay.com) and <https://frogbywyplay.com/>.

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### **About Skyworth Digital**

Shenzhen Skyworth Digital Technology Co. LTD., is the world's leading provider of solutions for the smart home providing a wide variety of high quality devices to customers throughout the globe. With a strong background in consumer electronics, Skyworth Digital is the 4th largest set top box manufacturer in the world delivering to more than 90 countries through successful partnerships with their customers to provide value added, end-to-end solutions with the highest quality products and services. Skyworth works with customers to be a reliable and flexible partner that provides creative solutions to difficult problems.

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