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Frog By Wyplay open source middleware for digital TV available on the MStar MSD7C89

MStar Semiconductor will make Wyplay's set-top-box middleware available on its MSD7C89 processor

CES - LAS VEGAS, January 6th, 2014 -. Wyplay, creator of software solutions for leading pay-TV operators and MStar Semiconductor, Inc., a leading semiconductor company for display and digital home solutions, today officially unveiled the integration of the Frog By Wyplay solution onto their latest MSD7C89 SetTopBox chip.

The MStar MSD7C89 is a high definition processor powered by a Dual Cortex A9. It's dedicated to IP Thin Client and Advanced Set Top Boxes.

Frog by Wyplay is an initiative aiming to free all actors in the TV ecosystem from being locked into proprietary solutions. Thanks to Frog by Wyplay, the full source code of Wyplay's innovative and flexible set-top box middleware and backend add-ons — already being deployed to more than 10 million subscribers at Canal+, Belgacom, SFR, and Vodafone — is accessible free of charge for development purposes to a growing community of ~40 companies across the entire digital TV technology value chain: chipset vendors, device manufacturers, independent software vendors, software services providers and operators.

 "We are delighted about this new partnership. SetTopBox market is very fragmented, with well established Middleware stakeholders. Wyplay offer is part of this new generation of solutions that will define the market standards for the next decade. Frog by Wyplay on MStar chipset has a really strong and breakthrough potential", said Phillippe Notton, vice president, set-top-box business unit.

 "We are excited about this cooperation. MStar had an incredible penetration into the digital TV Market" said Wyplay CEO Jacques Bourgninaud. "We are convinced that our Frog By Wyplay open source initiative coupled with the performances of the MStar MSD7C89 processor will answer perfectly to the most demanding TV operators".

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"Within the Frog ecosystem, chipset vendors like MStar Semiconductor play a key role in continued support and innovations through contributions to the source code shared amongst Frog community members, ensuring that the latest innovations in silicon can be leveraged in software to provide the best end-user experience, cost effectively, with accelerated time to market.

Frog By Wyplay is officially launched at the CES Las Vegas tradeshow in January 2014. The source code and documentation are available at www.frogbywyplay.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's or broadcaster's product and market strategies. Wyplay is now a strategic partner for such leading brands as 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
YouTube: http://www.youtube.com/user/Wyplay/videos

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About MStar Semiconductor

MStar Semiconductor, Inc. (MStar) is a world-class leader in Application Specific ICs (ASICs) with a focus on consumer electronic products and communication applications. Since its inception in 2002, MStar has established a strong brand and leadership position in LCD controller, analog and digital TV, set-top box, by fully leveraging its core expertise of cutting-edge design capabilities, continuous innovation, and premier customer-focused services. Headquartered in Taiwan, MStar has a comprehensive global footprint with well-established R&D and customer support centers to provide a full range of total solutions for various consumer electronic applications. MStar went public in 2010 and is listed on Taiwan Stock Exchange. For more information, please visit www.mstarsemi.com or contact Investor Relations at +886 3 552 6006 Ext. 5888 or investorrelations@mstarsemi.com.

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