



For Immediate Release

Vestel joins the Frog by Wyplay Ecosystem, for its advanced TV software solution.

MARSEILLE, France, and ISTANBUL, Turkey - September 8th, 2014 – Vestel, a leading Turkish consumer electronics and home appliances manufacturer, today unveiled it is joining the Frog by Wyplay initiative and intends to collaborate within the ecosystem for creating next generation TV software solutions based on Wyplay's middleware.

Launched early 2014, Frog by Wyplay - a shared-source initiative built around Wyplay's software solutions – has already been chosen by Canal+ and new operators to be announced soon. Frog by Wyplay counts, now, more than 60 partners and is becoming a worldwide digital TV standard.

Frog by Wyplay is bringing together a growing ecosystem of companies across the entire digital TV technology value chain: chipset vendors, device manufacturers, independent software vendors, software services providers and operators.

“We are happy to be partnering with Wyplay and joining the Frog Community which gives us access to the larger digital TV ecosystem”, said Vestel Group Deputy General Manager Hakan Kutlu. “We are convinced that the Frog software solution combined with Vestel's digital set-top boxes will respond to the needs of the most demanding TV operators.”

“We are pleased to welcome a key player like Vestel in our Frog Community”, said Wyplay CMO Dominique Feral. “Our partnership will help both companies to develop quickly new business opportunities in European market and beyond.”

Wyplay and Vestel are showcasing at IBC 2014 - Amsterdam. Vestel: Hall 14 booth #A20 and Wyplay: Hall 5, booth #A11.

To learn more about Frog by Wyplay, please visit 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 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>

Vimeo: <http://vimeo.com/user5170815>

About Vestel

Vestel is a major player in the consumer electronics and household appliances with renowned products including television sets, B2B displays, digital set-top boxes, and white goods. Group are comprised of 25 companies operating in manufacturing, technology development, marketing, and distribution fields with a 4 billion USD turnover. The company is recognized for its cutting edge designs, impressive product quality, big production capacity and superior market share growth.

For more information, please visit www.vestel.com

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