



For Immediate Release

Wyplay collaborates with Rovi to showcase advanced EPG on Frog initiative.

Demonstration of Rovi discovery services integrated into Wyplay's Frog middleware.

TV Connect 2014, London – March 18th, 2014 – Wyplay, a creator of software solutions for leading pay-TV operators and Rovi Corporation, a global leader in entertainment discovery, are hosting a demonstration of a combined technology solution designed to enhance consumers' entertainment experience.

The combination of the Frog middleware platform and Rovi discovery services is designed to showcase a turn-key solution for pay-TV operators and Frog community members aimed at addressing customers' needs for interactive, social, and image-rich information, through the integration of rich entertainment metadata, intuitive guidance and powerful search and recommendation capabilities.

"Rovi is pleased to be showing the Rovi discovery services integrated into the Frog-by-Wyplay platform at TV Connect 2014," said Pim Versteeg, senior vice president of Sales EMEA, Rovi. "Showcasing the Frog-by-Wyplay ecosystem demonstrates how Rovi and Wyplay could enable pay-TV operators to address consumers' rapidly evolving needs and provide a more interactive and advanced entertainment discovery experience."

"By implementing Rovi technologies, including its extensive metadata, the Frog-by-Wyplay initiative emphasizes the tremendous value our combined solutions could offer our Frog members and pay-TV operators," said Dominique Feral, CMO of Wyplay. "We look forward to working with Rovi with a view to raising the bar for digital entertainment."



Wyplay and Rovi are demonstrating their combined solution at TV Connect 2014, London in their respective booths (Rovi: #47, Wyplay: #63).

To learn more about the Frog by Wyplay initiative, 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: www.twitter.com/FrogByWyplay

YouTube: www.youtube.com/Wyplay/videos

About ROVI

Rovi is leading the way to a more personalized entertainment experience. The company's pioneering guides, data, and recommendations continue to drive program search and navigation on millions of devices on a global basis. With a new generation of cloud-based discovery capabilities and emerging solutions for interactive advertising and audience analytics, Rovi is enabling premier brands worldwide to increase their reach, drive consumer satisfaction and create a better entertainment experience across multiple screens. Rovi holds over 5,000 issued or pending patents worldwide and is headquartered in Santa Clara, California. Discover more about Rovi at Rovicorp.com.

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