SFR strengthens its cooperation with Wyplay
for its Evolution box and extends its contract until 2014

Marseille, September 6, 2011 - WYPLAY, world leader in software solution development for leading ADSL and hybrid operators that include SFR and Vodafone, has extended its cooperation agreement with SFR for its Evolution box until 2014.

Wyplay was selected by SFR in 2009 to develop its new Evolution TV over ADSL. Launched at the end of 2010, and with the same disruption as with the arrival of the iPhone on the mobile market, the SFR Evolution shook up the IPTV ecosystem by proposing a next generation decoder rich in new experiences that included a 3D navigation interface, quick and effective access to Video on Demand, multi-TV support, catch-up TV, a multitude of applications, a high performance Media Center, and a seamless integration to all devices on the LAN (PC, NAS, Mobiles, Tablets ...).

"Since its launch the Evolution has experienced an unparalleled success in the market. We are delighted with this cooperation and the excellent relationship that we have built with SFR over the past 3 years" said Jacques Bourgninaud, CEO Wyplay. "In such a highly competitive IPTV market, where the SFR Evolution is now viewed as a benchmark internationally, the extension of our cooperation contract until 2014 is a powerful endorsement of Wyplay's credibility."

About Wyplay:

Independent, global, and internationally recognized, Wyplay provides state-of-the-art solutions for Connected-HDTVs, Media Center CE devices, HD IPTV boxes, DVB-S/C/T HD STBs, and in-home media-HDD products.

At the very heart of Wyplay's offering is the Wyplay Modular Solutions (WMS), an embedded, robust, and full-featured HD software platform that provides the most complete range of functionality available in the market for both "in the box" and "in the cloud" connected entertainment experiences. WMS delivers unsurpassed connectivity and media playability. In addition to WMS's impressive technical and performance pedigree, Wyplay provides an elegant and intuitive 2D & 3D user interface that greatly contributes to the quality of experience for the most demanding customer. Wyplay enables its key partners to build and customize their own unique solutions using the WMS Application Development Kit (ADK).

To discover more about "The Connected TV OS", visit www.wyplay.com