



**Marseille (France) July 18, 2018** – As a proud French company, Wyplay are very happy to congratulate the French football team on their fantastic victory at the 2018 World Cup in Russia. The win for France came at the end of what has been an amazing World Cup tournament.

The success for French teams at the world cup didn't just take place on the pitch. Here at Wyplay we've also had our own World Cup victories using our industry leading Frog by Wyplay middleware. In the build-up to the world cup, Wyplay launched 2 new 4K products with our partners at Canal+ and DIRECTV in Latin America. The new 4K products provided football fans in France and South America with the opportunity to watch all the World Cup matches in Ultra High Definition bringing the tournament to life like never before.

“We are really proud to have delivered these next generation products to Canal+ and DIRECTV in time for the 2018 World Cup” said Jacques Bourginaud, Wyplay CEO. He added “It's another example of Wyplay's ability to deliver industry leading products together with our Tier 1 customers.”

#### **About Wyplay**

An independent, internationally recognized company, Wyplay provides multi-screen video solutions for OTT, terrestrial, satellite, cable, and IPTV broadcasters and operators around the world. Based on Android or Linux and integrated with service platforms, Frog By Wyplay technology allows operators to easily select, configure, and deploy solutions from the widest range of pre-configured features available. Wyplay's professional service team creates user experiences that perfectly match and complement the product and market strategies of an operator or broadcaster. Wyplay is now a strategic partner of leading operators such as AT&T DirecTV, Canal +, DishTV, Proximus, SFR, Sky Italia and Telefonica.

To learn more about Wyplay's solutions please visit [www.wyplay.com](http://www.wyplay.com)