

Catapult your digital TV business to new heights with Wyplay at IBC 2015

- Three ... new deployments over last year with Sky Italia, Canal+ and Belgacom
- Two ... new products showcased : Frog Turnkey and Frog for Android
- One ... thriving community with 95 Frog Licensees
- ... **Meet Wyplay at IBC - Hall 5 A25**

Marseille – September 1st 2015 – With ten days to go before the show, Wyplay, creator of software solutions for pay TV operators, starts the countdown to the IBC 2015 tradeshow at the RAI Amsterdam from September 11th to 15th.

Jacques Bourgninaud, Wyplay's CEO, says: "Wyplay is now at the heart of the services offered by our Tier-1 operator customers for whom we have in the last year developed and deployed three new projects based on our open source Frog set-top-box and backend software." He adds: "Building on this momentum, we are expanding the scope of our products offering with the unveiling of the Frog Turnkey solution for growth markets and with the Frog for Android that will both catapult the business of our more than 95 Frog licensees to new heights."

3 new deployments in 2015 with Sky Italy, Canal+ Group and Belgacom Proximus

Since the last IBC, Wyplay successfully performed three major projects as a technology provider and system integrator:

- Sky Italy's HD TV decoder and backend platform for Telecom Italia subscribers – [link](#)
- Canal+ Group's new "CubeS" hybrid Internet and DTT set-top-box - [link](#)
- Belgacom's Proximus TV roll out of Netflix across its installed base - [link](#)

All three projects will be showcased live at the IBC exhibition.

2 new Products: Frog Turnkey and Frog for Android

Announced in June ([link](#)), the **Frog Turnkey** product reuses and extends the core components available in Frog to pack all the features for traditional linear broadcast TV consumption and on-demand content served over the Internet into an integrated package (including backend components) with a modern user experience, all bundled with the hardware from STB vendors members of the Frog Community. The Frog Turnkey product will be demonstrated at IBC by four set-top-box manufacturers to be announced shortly, as well as on Broadcom's and STMicroelectronics' respective booths.

For pay TV operators willing to tap into the richness of Google's Android ecosystem, Wyplay is lifting the veil on its integration of the core Frog secure TV player stack into Android TV "Lollipop", which will be showcased on Wyplay's booth (Hall 5 - A25).

1 thriving Community with 95 Frog Members

Frog by Wyplay is the first independent open source software solution for pay-TV operators. The initiative brings together a growing ecosystem of more than 95 companies, 5 of whom will be co-exhibiting with Wyplay at IBC: Craftwork, Mathembedded, Skardin, V-Nova and Wildmoka.

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 or broadcaster's product and market strategies. Wyplay is now a strategic partner for such leading brands as SFR, Vodafone, Belgacom, Canal+ Group and Sky Italia.

To learn more about Wyplay's set-top box, multi-screen and OTT solutions, please visit www.wyplay.com and <https://frogbywyplay.com/>.

PR Contact for Wyplay:

Guilhem Ensueque, Director Product Marketing

M: +33 6 23 39 00 98

E: gensueque@wyplay.com