Wyplay to offer Voxtok HbbTV SDK bundled with new Frog Turnkey product

Montpellier and Marseille, France – September 11th 2015 – Wyplay, creator of software solutions for pay TV operators, today announced that it will bundle into its new Frog Turnkey solution the **HbbTV SDK from Voxtok**, a company specializing in connected technologies for consumer electronics and an expert in end-to-end innovative Music solutions.

Voxtok's HbbTV software development kit enables TV manufacturers and set-top-box OEMs to accelerate the deployment of products and services compliant to HbbTV 1.5 and expected 2.0 standard, simplifying the creation of interactive content for TV.

Wyplay and Voxtok intend to also provide the complete Voxtok suite of products and services on top of its HbbTV SDK, including its flagship product "Voxtok Music for TV". This TV flavor of Voxtok Music has been specially designed to provide to the TV industry an innovative HbbTV-compliant premium-audio connected system.

« Voxtok brings a complete and easy to deploy HbbTV solution to the Frog community », said Dominique Féral, Wyplay CMO. « This integration will accelerate the support of this common standard and give us the capacity to 'tick the box' for HbbTV support required by pay TV operators in several key markets worldwide, and open new opportunities for music-centric services. »

« With broad support from several set-top-box OEMs that bundle the Frog Turnkey product with their hardware, Wyplay significantly expands our addressable market, » said Thibaut Dabonneville, VP Marketing at Voxtok. "Looking further, as more OEMs and Frog Community members deploy the solution, we expect rapid deployment and adoption of premium-audio Music solution. »

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 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, that now gathers more than 95 licensees.

Wyplay is exhibiting at the IBC 2015 tradeshow at RAI Amsterdam, September 11th – 15th, Hall 5 A25.

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About Voxtok

Voxtok aims at providing the best music experience to Audio and TV Markets.

Voxtok designs high-end connected Hi-Fi devices based on its flagship product, Voxtok Music, which brings catalog access, Music Intelligence and Cloud services.

The company makes available these technologies and solutions, such as HbbTV SDK, Voxtok Music for TV and connected features, for the TV and audio industries.

Voxtok operates from the US, France (R&D) and soon in Asia (Taïwan).

For more information, please visit www.voxtok.com and follow us at @voxtok, Facebook and LinkedIn to join the conversation.

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

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