# Wyplay and Alpha Networks to offer end-to-end solution for digital TV operators

**CES®, Las Vegas — January 6th, 2016** — Wyplay, a creator of software solutions for leading pay TV operators, and Alpha Networks, one of the most innovative companies for CMS and SMS backend software, have decided to join their forces and bring into the market their innovative products, Frog and Tucano, as one end-to-end software solution for TV operators.

What will be the added value of this turnkey solution? A comprehensive suite to manage the content, subscribers and payments, integrated with an open source customizable middleware ready to be deployed.

Wyplay and Alpha Networks strongly believe that this partnership will bring an answer to the operator's main challenges:

- DRM/CAS integration on affordable STB hardware
- EPG management
- Subscription and payment with bank cards
- Multiscreen/convergent approach

Fully based on API exchanges, the solution will provide a modern and customizable user experience pre-integrated on a range of set-top box hardware platforms, thanks to the Frog open source code base. All Frog licensees will have access to Tucano backend functionalities without any extra integration. A first demonstration of the functionalities of this turnkey solution will be presented to the market during CES®, January 6-9 2016, at the Venetian Hotel, San Polo 3401.

"This partnership is really exciting for Alpha Networks. We strongly believe in partnership between an open backend solution and client's middleware. Today, only some middleware companies have really understood the new market challenges; Tier 2 operators and media companies want an end-to-end solution and no more only a best of breed approach that costs millions of euros and years to be deployed. Wyplay, who is a recognized leader in client technologies, is one of the few innovative companies that have understood this reality. It's definitely one of the best companies to demonstrate the added value of Tucano backend," said Guillaume Devezeaux, CTO of Alpha Networks. "We strongly believe that the Frog community will generate lots of new ideas to make Tucano more successful".

"Alpha Networks' Tucano is a great complement to our Frog Turnkey product" said Dominique Féral, Wyplay CMO "As a managed cloud-hosted solution combining subscriber management, content management and payments, it significantly reduces the time it takes for an operator to migrate from "plain" digital TV broadcast services or to launch from scratch an hybrid offer leveraging the significant RoI and modern user experience advantages afforded by Frog Turnkey on entry- and mid-level STB hardware."

In addition, Alpha Networks is becoming a Frog by Wyplay Licensee, thus joining an ecosystem of more than 110 companies across the entire digital TV technology value chain, including chipset vendors, device manufacturers, independent software vendors, software development/integration services providers and operators. The Frog by Wyplay solution gives partners access to the complete source code and all the components to build TV operator products.

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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 Proximus, 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/.


## About Alpha Networks

Alpha Networks is an innovative software company, specialized in backend software for Media Companies, IPTV and OTT operators. Alpha Networks enables IPTV, Multiscreen and OTT services by providing its comprehensive SMS/CMS software suite pre-integrated with a range of middleware's and consumer access portals. The Alpha Networks software allows integration with video infrastructure and has been already successfully deployed in worldwide projects that include BeIN Sports, Mobistar (Orange Belgium), Liquid Telecom and many others.

Alpha Networks is going to launch on the 1$^{st}$ of January 2016 its new product named *Tucano*, a software solution to manage customers' video content through a simple API interface.


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