



WYPLAY showcases Blu-ray & HD-DVD Media Center

Next Generation Consumer Electronics (CE) device provides a universal reader for HD media

January 7th, 2008 – Las Vegas Nevada - WYPLAY, a software and hardware company pioneering in the new home entertainment device market is present at CES (Consumer Electronics Show) in Las Vegas with a technology preview of its next generation Media Center, supporting both Blu-ray and HD-DVD formats.

Consumers are confused by the different existing HD video formats. They want simplicity and ease-of-use. WYPLAY addresses this need with its Blu-ray & HD-DVD Media Center which offers an all-in-one experience for HD media management

The Blu-ray & HD-DVD Media Center provides a universal reader for HD contents, audio, photo, TV and web-based consumer electronic devices used at home. The product is a full featured Media Center including a local hard disk, DVB-T Tuners and the capability to connect all mobile devices such as MP3 players, external hard disc drives or digital cameras with a new level of style, intuitiveness and simplicity.

Dominique FERAL, executive vice-president of Marketing for Wyplay said: "Thanks to a close collaboration with ST and Sonic, we are proud to have adapted our advanced Media Center solution to the powerful ST7200 processor and the Sonic Blu-ray & HD-DVD middleware. With the Blu-ray & HD-DVD Media Center, WYPLAY adds an absolute must-have product to its portfolio and offers first-class technology to customers."

WYPLAY targets CE manufacturers, distributors, and will make the Blu-ray & HD-DVD Media Center available for mass-production by the end of 2008.

"During CES, Wyplay demonstrates its whole product range in the STMicroelectronics showroom, Four Seasons Hotel, Las Vegas"

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About WYPLAY

WYPLAY SAS is a pioneer in the new home entertainment device market. WYPLAY is focused on the rapidly-expanding TV-centric market and offers a wide range of software and hardware bricks to develop CE devices such as connected TV, IPTV boxes, media HDD and media centers, with connectivity to mobile devices, PC and Internet. WYPLAY can provide either off-the-shelf products or part of its solution including software (middleware + user interface), hardware (mother board + casing) and EMS management (production + shipping).

For more information, visit www.wyplay.com

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