



For Immediate Release

Meet Wyplay & MathEmbedded at CES2014  
Las Vegas  
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## MATHEMBEDDED becomes first Frog by Wyplay Scaling Partner

*UK software firm to provide solution integration, security certification and hardware optimization services using Wyplay's open source digital TV set-top-box middleware.*

**CES - LAS VEGAS, January 7th, 2014** - Wyplay announces today that MATHEMBEDDED Ltd, a leading supplier of technical software services specializing in embedded security and embedded Linux, has become its first Frog Scaling Partner.

Frog by Wyplay is the first independent open source software solution for pay-TV operators. This comprehensive solution, based on Wyplay's technology currently deployed in more than 10 million set-top boxes, includes all the components to build operators' products with access to the complete source code.

Frog by Wyplay is also bringing together a thriving ecosystem of more than 35 companies across the entire digital TV technology value chain: chipset vendors, device manufacturers, independent software vendors, software services providers and operators.

The role of a Scaling Partner like MathEmbedded in the Frog ecosystem is to be the prime provider of integration and software development expertise to operators for the adaptation of the Frog by Wyplay solution to their specific requirements. As an example, Wyplay and MathEmbedded have successfully collaborated to provide Canal+, the first operator to endorse Frog for its existing set-top-box installed base, with a software upgrade tuned to meet demanding performance requirements and replacing the previously-installed software.

"MATHEMBEDDED's expertise in the areas of security and hardware-related software optimization is world-class." said Wyplay CMO Dominique FERAL. "We heartily congratulate MathEmbedded for becoming our first Scaling Partner, meeting our stringent skills requirements for providing expert services and complete turnkey solutions to other Frog By Wyplay member companies."

"We see the Frog Open Source initiative as a real innovation in the market" said Andy Sturges, Director of Marketing at MathEmbedded. "Being an early adopter gives us a great opportunity

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to add our expertise in software security and integration to deliver new solutions to our customers".

Frog By Wyplay is officially launched at the CES Las Vegas tradeshow in January 2014.

The source code and documentation are available at [www.FrogByWyplay.com](http://www.FrogByWyplay.com) .

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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's or broadcaster's product and market strategies. Wyplay is now a strategic partner for such leading brands as SFR, Vodafone, Belgacom and now Canal+. To learn more about Wyplay's set-top box, multi-screen and OTT solutions, please visit [www.wyplay.com](http://www.wyplay.com) and [www.FrogByWyplay.com](http://www.FrogByWyplay.com).

**Blog:** [www.frogbywyplay.com/page/blog](http://www.frogbywyplay.com/page/blog)

**Twitter:** [@frogbywyplay](https://twitter.com/frogbywyplay)

**YouTube:** <http://www.youtube.com/user/Wyplay/videos>

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## **About MATHEMBEDDED**

MathEmbedded is a leading supplier of technical software services specializing in embedded security and embedded Linux for the connected TV, set-top box, and automotive markets.

MathEmbedded expertise and partnerships with can secure your Frog based products and reduce your time to market.

For more information on MathEmbedded's services and solutions please visit [www.mathembedded.com](http://www.mathembedded.com) or email [info@mathembedded.com](mailto:info@mathembedded.com).

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