



Wyplay to Showcase Innovative Connected Home and IP Video Delivery Technology At IBC

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At the 2008 IBC show held in Amsterdam from Sept. 11th to Sept. 16th, Wyplay and Cisco will demonstrate in their respective Booths (IP324 & 1.D71) a new set-top application technology that enables connected-home and headend delivered IP video services as part of a TV-centric multimedia experience. These demonstrations will be provided on Cisco "hybrid" set-top boxes delivering both traditional QAM and Internet video capabilities. *"Multimedia consumption is quickly becoming ubiquitous. End-users desire to consume media, from any source, when they want, where they want, and consequently, on any device they want. They also have high expectations of their Quality of Experience (QoE)."* noted Jacques Bourginaud, Wyplay CEO. Wyplay's technology can be integrated on top of existing middleware solutions.

This technology demonstration expands the meaning of cable video from the traditional "head-end to STB" paradigm to now encompass IP-based in-home video connectivity including how the customer enjoys and interacts in a multi-room context. At the same time, the technology can provide network-based delivery of IP video services, providing easy access to content either on the internet or through "walled garden" access to IP video content. A critical success factor for such services is to ensure high Quality of Experience, including a simple and intuitive manner to interact with the user's personal media. *This in-home multimedia delivery is the area of expertise of Wyplay and what we bring to the table in our demonstration with Cisco. High Quality of Experience will translate directly into higher ARPU and less churn as end users more easily and frequently interact with their in-home connected environment via next generation multimedia solutions"* stated Jacques.

Wyplay is an international ODM reference design house addressing the hybrid STB and in-home multimedia segment. In addition to the demonstration in Cisco Booth 1.D71, Wyplay will also be demonstrating its range of in-home multi-media solutions in the IPTV Zone of the IBC (IP324).

About Wyplay

Wyplay is a Europe-based ODM providing a range of internationally recognized designs for Media Center CE Devices including full-HD IPTV boxes, DVB Set Top Boxes, connected TVs, and in-home Multimedia-HDD products.

Wyplay offers solutions ranging from a pure software offering to a software and hardware offering up to an entire off-the-shelf product.

Wyplay's solutions have an unsurpassed range of connectivity and media playability.

In addition to an impressive technical and performance pedigree, Wyplay customizes and provides an elegant, intuitive, and easy-to-use User Interface that greatly contributes to the quality of experience for the most demanding customer. More info on www.wyplay.com

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