



**Wyplay joins Open IPTV Forum for Delivery of End-to-end Solution Specification
Company Brings In-home Multimedia Expertise to IPTV Solutions**

Marseille, France, September 10, 2008 – Wyplay has become an official member of the Open IPTV Forum. Open IPTV Forum is a pan-industry initiative that was established to produce the end-to-end solution specification which will open up access to the interactive and personalized services offered by IPTV. This brings the number of companies working in the forum to 44 (www.openiptvforum.org/members.html). The Open IPTV Forum's founding members include Ericsson, FT Group, Nokia Siemens Networks, Panasonic, Philips, Samsung, Sony, and Telecom Italia.

“Wyplay supports initiatives that help create a common framework to roll out successful IPTV services and accelerate its adoption” said Dominique Féral, Wyplay EVP Marketing. *“When considering a true end-to-end solution one needs to define the ‘one end’ as the remote control and actual multi-room media experience and not simply the STB.”*

Wyplay's technology expands the meaning of 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 content. A contributing factor to Quality of Experience (QoE) is the subscriber's daily interaction with the IPTV service including user interface, ease of use, media playability, and connectivity throughout the home. A high Quality of Experience has a direct bearing on ARPU and churn as end users more easily and frequently interact with their in-home connected environment.

Wyplay will be providing some key demonstrations of its technology at the upcoming IBC show in the IPTV Zone (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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