



## **WYPLAY Announces New Media Center Box Using ViXS IC**

*XCode™ 2100 Series provides encoding of video content for Portable Media Players*

Toronto, CANADA — January 9, 2008. ViXS Systems Inc., a leading developer of video processing solutions, today announced that WYPLAY, an innovative provider of hardware and software solutions for the digital home entertainment market, will use a ViXS XCode™ 2100 Series video processor in its new Media Center Box for the capture of analog signals and for exporting encoded video content to Portable Media Players (PMP) such as the iPod™, iPhone™, AppleTV™, PS3™, PSP™, Xbox360™, Zune™, Zen™ and numerous other PMP devices.

Consumers are viewing and managing ever-increasing amounts of digital content on a wide range of Consumer Electronic (CE) devices. WYPLAY has addressed this need with its new Media Center Box which offers an all-in-one experience for media management. The Media Center Box provides a centralized platform that replaces all electronic equipment attached to consumers' TV sets. With its capability to connect all mobile devices used at home, and to do this with a new level of style, intuitiveness and simplicity, WYPLAY's Media Center Box represents a significant improvement over other media management solutions currently in the market.

Dominique Feral, Executive Vice-President of Marketing for WYPLAY, said: "WYPLAY chose the ViXS solution because it enables our products with industry-leading analog acquisition technology, place-shifting capabilities and the ability to quickly and easily export video streams to mobile devices such as the PSP™ and the iPod. These unique features provide WYPLAY's Media Center Box with the key differentiators needed to exceed the expectations consumers have from their media centers, TVs and CE devices."

The ViXS XCode™ 2100 Series video processor is used in the Media Center Box to encode video content and provide a seamless platform for supplying content to numerous PMP devices. Specific XCode™ 2100 features deployed in the Media Center Box include:

- MPEG2 encoding that provides high-quality video even at very low bit rates
- 3D comb / temporal filtering for superior video quality viewing
- Multiple TS and CCIR656 inputs for hybrid and multi-tuner support
- Support for multiple formats and resolutions at user-defined configurable bit rates

"We're delighted that WYPLAY recognized the value of our XCode™ 2100 Series and the contribution it makes in terms of its industry-leading encoding, high-quality video compression and overall cost effectiveness. We're proud to be part of such an innovative product that will improve consumers' video viewing experience", said Sally Daub, President and CEO of ViXS Systems.

# PRESS RELEASE



**ViXS Systems Inc.**  
245 Consumers Road, Suite 301  
Toronto, Canada, M2J 1R3  
[www.vixs.com](http://www.vixs.com)

---

The WYPLAY Media Center Box, and ViXS products, solutions and technology will be on display at CES 2008 from January 7 to 10, 2008. ViXS will be in Room 36163 of South Hall 4 in the Las Vegas Convention Center.

## **About WYPLAY**

WYPLAY-SAS is a pioneer in the new home entertainment device market. WYPLAY is focused on the rapidly-expanding TV-centric market by offering a wide range of Software and Hardware bricks to develop an all-in-one set-top box replacing all consumers' electronic equipment under the TV set, with connectivity to Mobile Devices, PC and Internet. For more information, please visit <http://www.wyplay.com>.

## **Media contact**

Sylvie Lerayer  
WYPLAY  
+33 622 805 044  
[slerayer@wyplay.com](mailto:slerayer@wyplay.com)

## **About ViXS Systems Inc.**

ViXS Systems Inc. is a fabless semiconductor company enabling advanced video processing technologies for top-tier Consumer Electronic (CE) and Personal Computer (PC) companies. The company has developed advanced video codecs with unprecedented capabilities for processing, managing, protecting and distributing broadcast-quality video. ViXS supplies IC solutions and full production reference designs to the world's top CE and PC manufacturers, OEMs and ODMs. ViXS XCode video processors are deployed worldwide in a variety of designs such as IPTV/cable set-top boxes, multimedia PC boards, digital TVs, PVRs, and Blu-ray and HD DVD products. Unique video technologies developed by ViXS, such as encoding, transcoding and decoding, provide CE and PC manufacturers with the necessary feature differentiators they need to become leaders in their respective markets. An additional ingredient for the success of these products is ViXS' support of worldwide Conditional Access (CA) and Digital Rights Management (DRM) whereby one product platform can support worldwide coverage. To date, ViXS has issued and filed over 100 patents. Headquartered in Toronto, Canada, ViXS is a global company with offices located worldwide. For more information, visit [www.vixs.com](http://www.vixs.com)

## **Media Contact:**

Tony Swierkot  
ViXS Systems  
(416) 646-2000 X331  
[tswierkot@vixs.com](mailto:tswierkot@vixs.com)