



The Connected TV OS Provider

Belgacom has selected WYPLAY for its next generation IP-STB Client Software

Marseille, September 9, 2011. WYPLAY, one of the world leaders in innovative software solutions for TV-centric operators, has been selected by Belgacom to provide its next generation client software for IP-STB.

With over 1 million IPTV subscribers, Belgacom is the leading quadruple-play telecom operator in Belgium and one of Europe's most recognized IPTV operators for its successful market entry and cutting-edge strategy.

WYPLAY demonstrates once again its ability to deliver advanced software solutions in an up and running digital TV eco-system. WYPLAY softwares sit at the very heart of the connected home and power top brand names in consumer electronics and digital TV platform providers including SFR in France and key Vodafone entities around Europe. Wyplay's offering is the broadest in the market spanning from complete connected media players to a full range of global and local web services (VoD, MoD, GoD), Over-The-Top web experiences, media playback via intuitive 3D interface, support for Widgets, unparalleled connectivity, and complete UIs from design to implementation.

"We're delighted to have been selected by Belgacom", said Jacques Bourginaud CEO Wyplay. "We share Belgacom's passion and commitment to deliver a continuous range of innovative services with a clear focus on next-generation convergence, entertainment user experience, and performance."

About Wyplay:

Independent, global, and internationally recognized, Wyplay provides state-of-the-art solutions for Connected-HDTVs, Media Center CE devices, HD IPTV boxes, DVB-S/C/T HD STBs, and in-home media-HDD products.

At the very heart of Wyplay's offering is the Wyplay Modular Solutions (WMS), an embedded, robust, and full-featured HD software platform that provides the most complete range of functionality available in the market for both "in the box" and "in the cloud" connected entertainment experiences. WMS delivers unsurpassed connectivity and media playability. In addition to WMS's impressive technical and performance pedigree, Wyplay provides an elegant and intuitive 2D & 3D user interface that greatly contributes to the quality of experience for the most demanding customer. Wyplay enables its key partners to build and customize their own unique solutions using the WMS Application Development Kit (ADK).

To discover more about "The Connected TV OS", visit www.wyplay.com

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