

## **Wyplay and SmarDTV Global join forces to provide off-the-shelf Android TV platforms**

- Range of AndroidTV STBs and Dongles to address all operators configurations: OTT, Cable, Satellite, Terrestrial, IPTV
- Pre-integrated with Wyplay “PREMIUM” Operator Tier Custom Launcher and “FROG” middleware, powered by a complete range of value added Wyplay software back-end components

**Marseille and La Ciotat, France – October 22, 2019** –Wyplay, a global TV Professional Services and Video Platform Solutions provider and SmarDTV Global, a leader in secure solutions for the pay-TV industry, joined forces to build a range of pre-integrated Android TV platforms: OTT, Cable, Satellite, Terrestrial and IPTV. These platforms include ready to deploy Android TV Set-Top Boxes (STBs) pre-integrated with TV middleware and Operator Tier Custom Launcher as well as a complete range of back-end software components to enrich operator offering.

SmarDTV Global has designed a cost effective hybrid DVB-OTT STB based on a new chip from Telechips providing enhanced certified security for operator contents and a powerful OTT STB powered by Amlogic. STBs are designed to be robust and reliable, maximizing the value for money. Each STB has been optimized for operators to go faster into the market with a future-proof solution. On top of these STBs, Wyplay brings “PREMIUM”, a ready to deploy Operator Tier Custom Launcher to address content fragmentation and profusion. The hybrid STB includes the iconic Wyplay “FROG” middleware to address all DVB standards and to support the major conditional access systems.

To enrich operator offering, Wyplay provides key back-end components including “APPS MANAGER” a cloud-based solution to manage applications life cycle, “UX MANAGER” a real time content, advertising and UX management platform, “ANALYTICS MANAGER” a UX and Devices Analytics platform to capture Audience, UX flow and devices information for a better QoS and end-user satisfaction... Other components are also available related to Voice Assitant and Multiprofile management ...

With its unique range of TV Professional Services, Wyplay will customize and integrate with the operator’s platform and/or content provider’s head-end. SmarDTV Global acts then as the Prime Contractor, bringing a complete AndroidTV STB solution to the operator and managing directly the partners, including Wyplay for customization and deployments.

“With more than 6 millions of devices deployed per year, SmarDTV Global is a worldwide leader. For most of its customers, SmarDTV Global is providing a complete solution including hardware and software” said Dominique Feral, EVP Sales & Marketing of Wyplay. “Our combined offering is the perfect match to address cost effective projects in a short time to market”.

“SmarDTV Global wanted to offer an off the shelf end-to-end AndroidTV solution to get optimum time to market. Wyplay is an internationally recognized TV software company and managing the most demanding Tier1 operators. Their end to end Android TV solutions already seduced key TV operators worldwide” said Guillaume Reillon, VP Products & Marketing at SmarDTV Global. He added “Wyplay and SmarDTV Global have common experiences, working with the same customers, and we are convinced these experience and combination of products bring value to our customers”.

**[SmarDTV AndroidTV Set-Top Boxes, integrating Wyplay solutions, will be demonstrated at APAC Android TV Summit– Bangkok – November 12-14, 2019.](#)**

### **About Wyplay**

An independent, internationally recognized company, Wyplay make Operator's Video Solution Transformation Successful. For more than 10 years, Wyplay has helped its Tier1 customers to unlock their business and reach their highest potential thanks to a wide range of Video Platform Solutions, Consulting and Integration Services. We tailor video solutions and manage AndroidTV, RDK, Linux STB and mobile devices, Legacy upgrades and OTT platforms. Wyplay's professional service team creates user experiences that perfectly match and complement the product and market strategies of an operator or broadcaster. Wyplay is now a strategic partner of leading operators such as AT&T DirecTV, Canal +, DishTV, Proximus, SFR, Sky Italia and Telefonica.

To learn more about Wyplay, please visit [www.wyplay.com](http://www.wyplay.com)

### **About SmarDTV Global**

SmarDTV Global, a French high-tech company; is a leader in secure devices for the pay-TV industry. SmarDTV Global products and technologies provide worldwide operators with secure, flexible and high quality solutions for digital STB, conditional access modules, and professional and hospitality solutions. SmarDTV Global deploys millions of secure devices around the world every year.

Please visit [www.smarDTV.com](http://www.smarDTV.com) for more information.