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Wyplay acquires iFeelSmart

MARSEILLE, FRANCE – JUNE 5, 2023 – Wyplay - a global TV professional services and video platform solutions provider – announces the acquisition of iFeelSmart, a leading UX software provider for Telco & TV Operators' solutions.

Wyplay and iFeelSmart have participated in the same video eco-system for many years and their service offerings are fully complementary. On the client device side, Wyplay provides system integration services for Android TV, RDK and Linux systems for complex hybrid set top boxes. iFeelSmart delivers a cloud controlled unrivaled cross device user experience. On the back-end side, iFeelSmart also offers an OTT content super-aggregation and curation solution and Wyplay provides software to optimize OTT video delivery.



« I am pleased to welcome aboard the iFeelSmart team who pioneered the concept of super-aggregation" said Jacques Bourgninaud, CEO of Wyplay. He added "iFeelSmart developed great synergies with partners such as Vubiquity, an Amdocs company, which we look forward to building on. Our combined teams will make Wyplay stronger in the ever-evolving video market »



« At iFeelSmart, we designed and launched disruptive services in partnership with Tier 1 telcos and content providers across North America, Europe, the Middle East, and the APAC region. We are delighted to join Wyplay and merge our products and services with their offerings » explains Shy Shriqui, CEO of iFeelSmart.

Shy Shriqui, CEO of iFeelSmart, and Xavier Bringué, Managing Director of iFeelSmart, are staying on board to continue the development and sales of iFeelSmart solutions and actively contribute to the strategic development of Wyplay. Wyplay's reference clients now total more than twenty telcos, TV operators and content providers worldwide.

Discover the new range of Wyplay products and meet with Wyplay representatives at :

- AndroidTV TV Partner Bootcamp in San Jose CA – June 6-7
- Broadcast Asia in Singapore – June 7-9
- Nextv South America in Buenos Aires – June 13-14

ABOUT WYPLAY

An independent, internationally recognized company with more than 15 years of experience, Wyplay makes operator's video solution transformations successful. Wyplay has helped Tier 1 operators to unlock their businesses and to reach their highest potential thanks to a wide range of Video Platform Solutions and Professional Services. Wyplay's teams create 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 CignalTV, Canal+, Nuuday, Ooredoo, PartnerTV, SFR, Sky Italia, Sky Brazil, Sky New Zealand, Starhub, Telefonica, XL Axiata, Virgin, VRIO, WOW...

To learn more about Wyplay: <http://www.wyplay.com/> **Press contact:** press@wyplay.com