



NEW HD MEDIA CENTER FROM WYPLAY CENTRALIZES AND ENHANCES DIGITAL HOME ENTERTAINMENT

Next Generation Set-Top Box Provides a Single Point of Contact for Audio, Video, Gaming and Web Applications

January 8th, 2007 – Las Vegas Nevada – WYPLAY, an innovative provider of hardware and software solutions for the digital home entertainment market, today announced The WYPLAY HD Media Center at CES in Las Vegas. The WYPLAY HD Media Center is a next-generation set-top box that connects and enhances all of the audio, video, gaming and web-based consumer electronic devices used at home.

“The central point of home entertainment is the television, yet most consumer electronic devices like MP3 players, camcorders, digital cameras, and mobile video players rely on USB connections to a PC,” said Dominique Feral, EVP of Marketing for WYPLAY. “Additionally, most IP-video applications must be connected to a PC, even though users would prefer to watch them on their television, and applications like satellite TV, DVD players, Tivo and gaming consoles cannot be enjoyed in an integrated fashion without extensive home networking. The WYPLAY HD Media Center provides a centralized platform to replace all consumers’ electronic equipment under the TV set and to connect all mobile devices used at home, while providing a new level of style, intuitiveness and simplicity.”

WYPLAY targets system integrators and IPTV operators with its offer known as the Wyplay Modular Solution (WMS). The general WMS architecture features modular software bricks for TV Zapping, PVR functions, CA & DRM, DVD Burning management, analog acquisition and multimedia capabilities including: music; VOD; Visio; browser; and other IP capabilities. Hardware modules include remote control, casing, and mother board design, with many connections such as Ethernet, USB, HDMI including Conditional Access management with Common Interface slots and a Smart Card reader.

WMS helps WYPLAY’s partners add new functionalities to their offerings, while optimizing time-to-market, and minimizing design costs. Each brick is highly customizable. System integrators and IPTV operators are free to select the WMS bricks they want to OEM into their own branded solutions, and WYPLAY works with each customer to personalize each brick. The association of all WMS bricks is known as the advanced Media Center.

Pricing, Availability, and Distribution:

WYPLAY’s off-the-shelf HD Media Center will be available in May 2007, at a price point of \$390 to system integrators. Sampling will start in March 2007. For additional details, please contact info@wyplay.com

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/>.