

## **Wyplay powered new HD and 4K DVRs for DIRECTV in Latin America and new HD DVRs for SKY Brasil**

**Marseille (France) July 13, 2018** – The new HD and 4K DVRs, powered by Frog by Wyplay, are fully hybrid, provide satellite and internet-enabled video streams and ISDB-T. They also deliver an unrivalled experience with 4K Ultra HD resolution, DVR, Pay-Per-View, recommendations, push and broadband VOD and interactive applications.

The scope of the solution and product features include:

- Reach across multiple territories in Latin America each with tailored local broadcast requirements
- For DIRECTV and Sky in Latin America, markets include Argentina, Brazil, Chile, Colombia, Ecuador, Peru and Uruguay
- Products include three HD DVRs and one 4K DVR
- Different STB hardware providers
- Multiple Frog Scaling Partners involved
- Interactive applications developed in HTML5 by DIRECTV
- Audience Measurement capabilities with authentication powered by Frog Back-End

“We are really proud to have been selected by DIRECTV in Latin America and Sky in Brazil, who require a high level of professionalism,” said Jacques Bourgninaud, Wyplay CEO. He added “We accepted this challenge and delivered successfully 4 different products for the companies in less than 18 months.”

The relationship with DIRECTV in Latin America and SKY Brasil started since 2016, when the companies selected Wyplay to deploy its software for the launch of new DVRs. The companies are subsidiaries of Vrio Corp.

### **About Wyplay**

An independent, internationally recognized company, Wyplay provides multi-screen video solutions for OTT, terrestrial, satellite, cable, and IPTV broadcasters and operators around the world. Based on Android or Linux and integrated with service platforms, Frog By Wyplay technology allows operators to easily select, configure, and deploy solutions from the widest range of pre-configured features available. 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's solutions please visit [www.wyplay.com](http://www.wyplay.com)

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