

## WYPLAY AND TECHNICOLOR EXTEND THEIR COLLABORATION TO ANDROID TV SOLUTIONS

**IBC (Amsterdam), September 13, 2018** – Wyplay is pleased to announce the extension of its partnership with Technicolor, the market leader for Android TV set-top boxes, to deliver the best user experience on Android TV Operator Tier devices. As part of its Premium cross-device user experience solution, Wyplay will showcase its Android TV Custom Launcher on Technicolor Pearl set-top box at IBC.

Wyplay's Premium Custom Launcher design enables operators to rapidly deploy a branded UEX which surface their content in priority and meets Google's Operator Tier UEX requirements. The solution offers a holistic experience combining the Wyplay expertise on the hybrid Pay TV experience (live TV, VOD, EPG, PVR, Start Over, Replay TV, recommendation...) and the Google Services (Voice Assistant, YouTube, Cast...) and Android TV Apps (Netflix ...)

In addition to its Premium off-the-shelf Custom Launcher, Wyplay brings extra value-added features with its backend – analytics, UI management, advertising, multi-user profiles management – and dedicated professional services including system integration, UEX design, solution architecture, full customisation, etc.

The extended experience of Wyplay in managing demanding Pay TV projects for more than a decade makes the Wyplay AndroidTV offering different and trustable.

*“Wyplay is well recognised on the market for its successful track record with Tier1 operators, providing innovative products and delivering excellent services execution. No doubt they will replicate this success on the Android TV market”* said Gaëtan Delcroix, Vice President Video Product Unit at Technicolor. *“When we combine the powerful Technicolor set-top boxes with the Wyplay solutions, we can jointly provide high-end products that deliver seamless and increasingly personalized experiences with flexibility, agility and short time to market”*, he added.

*“Almost all Pay TV operators are considering Android TV as a viable option for their next gen STB, should they be for a mainstream or a second offering. We are pleased to partner with Technicolor, the leader of the Android TV set-top boxes market. Technicolor are recognised for the quality of their product and their capability to feed the market with innovation”* said Jacques Bourgnignaud, CEO Wyplay. *“We have built a long-term partnership over the years with Technicolor around Frog middleware. We now extend our partnership to Premium UEX on Android TV set box boxes”* he added.

To arrange a demo or to schedule a meeting with our team at IBC 2018, Hall 5, Booth A27, please contact Wyplay on [sales@wyplay.com](mailto:sales@wyplay.com)

### **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, Linux STB and mobile devices, Legacy upgrades and OTT platforms.



Play the difference

**PRESS RELEASE**

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 DirectTV, Canal +, DishTV, Proximus, SFR, Sky Italia and Telefonica.

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