

*Please Meet Wyplay at Convergence India
Pragati Maidan, New Delhi
Booth B-36*

Tata Elxsi joins the Frog by Wyplay community

Leading systems integrator will leverage the first independent open source middleware for digital TV to create custom solutions for Pay TV operators

New Delhi, India — Jan. 22nd, 2014 — Wyplay, a creator of software solutions for leading pay TV operators, and Tata Elxsi, a leading Global Design & Technology Services Company - the Embedded Technology arm of the TATA Group (\$100 Billion Business Conglomerate) - announced today that the latter is joining as a key member of the “Frog by Wyplay” community.

Frog by Wyplay is the first independent open source software solution for pay-TV operators. The initiative brings together a growing ecosystem of almost 80 companies across the entire digital TV technology value chain including chipset vendors, device manufacturers, independent software vendors, software development and integration services providers and operators. This comprehensive solution includes access to the complete source code and all the components to build TV operator’s products.

With a market leading broadcast practice for over 2 decades, Tata Elxsi enables leading MSOs, Studios, OEMs and silicon vendors to effectively rollout new and innovative products / services to market at reduced cost and time. Tata Elxsi has been a market leading service provider with coverage spanning the entire broadcast system including chipset vendors, devices, DRM, CAS, applications and system integration.

Tata Elxsi will set up a competency center with engineering resources skilled in the Frog solution, to create custom digital TV solutions based on Wyplay’s open source middleware. Operators and device vendors can then tap into Tata Elxsi’s resources and expertise to cover the whole spectrum of activities required in customer projects from end-to-end solution design, to set-top box middleware integration including device drivers, middleware, conditional access systems integration, and HTML5 application development.

“As one of the market leaders in providing solutions for the broadcast industry, we are excited to partner with Wyplay. With more than 20 years of experience in the broadcast ecosystem, we look forward to providing complete, open source scalable software solutions across all layers including solution design, middleware, CAS and end system integration thus creating a compelling proposition for operators “, says **M. Thangarajan – Sr. Vice President, Broadcast Business, Tata Elxsi.**



Play the difference

For immediate use **PRESS RELEASE**

“We heartily welcome Tata Elxsi as a system integration & scaling partner, thereby deepening the Frog Community’s footprint in India and globally, given Tata Elxsi’s significant international presence” said Wyplay **CEO Jacques Bourgninaud**. He added, “Tata Elxsi is one of the key partners we wanted on board to truly enable the Frog By Wyplay open source business model where the services will be delivered by our partners”.

Frog By Wyplay is showcased at the [Convergence India](#) tradeshow (booth B-36) in New Delhi January 21st-23rd, 2015.

The source code and documentation are available at www.frogbywyplay.com.

About Tata Elxsi

[Tata Elxsi](#) is a global product engineering services provider that works with leading OEMs and semiconductor companies across consumer electronics, broadcast, wired and wireless communications and automotive verticals. As part of the \$100 billion Tata group, Tata Elxsi addresses the communications, consumer electronics, healthcare, media & entertainment, semiconductor and transportation sectors. This is supported by a network of design studios, development centers and offices worldwide. Key services include product engineering, industrial design, animation & visual effects and systems integration.

Media Contact:

Tata Elxsi
Hari Balan
Corporate Communications
PH: +918022979123
media@tataelxsi.com

About Wyplay

Independent and internationally recognized, Wyplay develops open, modular and innovative software solutions for IPTV, cable, satellite and terrestrial TV operators and broadcasters around the world.

Wyplay’s technology enables operators to select, configure, and deploy solutions easily from the richest list of preconfigured functionality available in a modular online TV solution, including an electronic program guide; video recorder; multiscreen and multiroom connectivity, an application store; and more.

Wyplay’s professional services team creates user experiences that exactly match and complement an operator’s or broadcaster’s product and market strategies. Wyplay is now a strategic partner for such leading brands as SFR, Vodafone, Belgacom and now Canal+.



Play the difference

For immediate use **PRESS RELEASE**

To learn more about Wyplay's set-top box, multi-screen and OTT solutions, please visit www.wyplay.com and www.FrogByWyplay.com.

Wyplay Contact:

Julie Geret

Head of Communications

Mobile: +33 621 047 705

E-mail: jgeret@wyplay.com