

*Meet Wyplay and Wildmoka at IBC2014
RAI Amsterdam
Booths 5.A11 and 2.B39i*

Wildmoka joins Frog by Wyplay Marketplace to Reshape Service providers' Cloud PVR Offerings

- *Wildmoka brings an essential component for the development of a cloud video recording solution with real-time auto-chaptering, social sharing, and more*
- *Solution to be pre-integrated with Wyplay's multi-screen Frog middleware for STBs and operators' infrastructures*

Marseille & Sophia-Antipolis, France -- September 10th, 2014 — Wildmoka, a pioneer company in video automation, enrichment, and monetization of audiovisual contents, today announced that it has joined the Frog by Wyplay Marketplace. Wildmoka will pre-integrate its cloud-based solution into Wyplay's Frog backend and Set-Top Box middleware solution to reshape service providers' offerings of networked Personal Video Recorder services (nPVR).

Wildmoka's solution brings an essential component for the development of a truly personal cloud DVR offer and allows novel use cases such as automatic real-time boundary detection and chaptering of video streams to facilitate navigation. Wildmoka's precise scene recognition technology also enables frame-accurate recording, start-over, catch-up, and replay. Coupled with Wyplay's backend middleware's multi-user capabilities, another application for TV operators is the replacement of the original advertisements in a video stream by new advertisements targeted according to the viewer's profile, either live or when replaying.

"We heartily welcome Wildmoka into the Frog Marketplace. The use cases that their technology allows bring tremendous value to viewers and service providers." said Wyplay CMO Dominique Féral. He added, "With Wildmoka, an operator can extend the value of its monetized advert inventory to cloud DVR users on any device."

"Wyplay's open Set-Top Box platform brought us a very quick and easy way to integrate Wildmoka multi-screen Solutions to the first screen." said Cristian Livadiotti, co-founder



of Wildmoka. “Furthermore, entering Frog by Wyplay Marketplace will bring us a great exposure to Wyplay’s customer base and ecosystem.”

As part of the benefits offered to its Frog Marketplace solution partners, Wyplay will promote the Wildmoka solution through its direct sales channels to operators and make it available for evaluation to all of its Frog Licensees.

Frog is based on Wyplay’s software for client devices and TV operators’ backends, the source code of which is shared among a growing community of more than 60 licensee companies, including chipset vendors, device manufacturers, independent software vendors, software services providers, and operators.

The full source code and technical documentation of the Frog middleware as well as details of solutions offered by Marketplace Partners are available to licensees on the Frog Community Portal at <http://portal.frogbywyplay.com>

Wildmoka’s and Wyplay’s joint solution is showcased at the IBC 2014 event at the RAI Amsterdam from September 12th to 16th at the following exhibitor locations:

- Wyplay – 5.A11
- Wildmoka – 2.B39i
- Envivio – 1.D73

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About Wildmoka – Reshape Media

WILDMOKA is a pioneer company in video automation, enrichment, and monetization of audiovisual contents. It develops technologies that reinvent the TV watching experience. WILDMOKA targets content owners and service providers willing to offer an ever-increasing interaction between end-users and their programs, in order to expand their audience and to grow the monetization opportunities. WILDMOKA cloud platform turns in real-time any video source into an enriched, de-linearized, navigable and social content, available on any screen (TV, tablet, smartphones, etc.) through truly innovative applications. European and American tier one operators are already using WILDMOKA solutions and services.

WILDMOKA is the first company selected by [CANALSTART](#), the support program of CANAL+ GROUP for strategic technology enablers. It is also supported by [the ADVANS GROUP](#).



To learn more about Wildmoka, please visit www.wildmoka.com

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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 technology enables operators to select, configure and easily deploy solutions with the market's richest pre-configured modular solutions including electronic program guide, zapper, video recorder, media-center, home-connectivity, social TV, HTML5, Android, OTT platform, multi-screen, multi-room, ... Wyplay's Service Offering allows operators to deploy solutions based on their specific product strategy and market needs. Wyplay is a strategic partner for such leading brands as SFR, Vodafone, Belgacom and now Canal+. To learn more about Wyplay's set-top box, multi-screen and OTT solutions, please visit www.wyplay.com and www.FrogByWyplay.com.

Blog: www.frogbywyplay.com/page/blog

Twitter: [@frogbywyplay](https://twitter.com/frogbywyplay)

YouTube: <http://www.youtube.com/user/Wyplay/videos>

Vimeo: <http://vimeo.com/user5170815>

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