



SFR selects WYPLAY for its next generation of HD IP-STB

Amsterdam, September 10, 2009 - WYPLAY, the world's leader in developing software products for consumer electronics connected-TVs, has been selected by SFR to collaborate with its technical team to develop the software for its next generation of HD IP-STB (Set Top Box).

WYPLAY already provides its software to many manufacturers of digital recorders and consumer hard disk drive media products. Wyplay's offering is one of the broadest in market spanning DVR functionality to media playback via a 3D interface, support for Widgets, and unparalleled connectivity.

With over 4 million broadband subscribers in France, SFR is the operator who has experienced the strongest growth in new subscriber acquisition during the last quarter. With its broadband TV offer, which has experienced a remarkably soar, SFR decided to shake up the existing solutions in the market by proposing a revolutionary HD IP-STB solution in 2010.

"We want to bring a new user experience to our customers by facilitating access, exchange, and consumption of all media; TV, Internet, mobile, PC, NAS ... said Pierre-Alain Allemand, General Manager Networks SFR. We found Wyplay to be the ideal partner to collaborate with in this adventure. "

"We're especially proud to have been selected by SFR, said Jacques Bourgninaud CEO Wyplay. We share SFR's craving for innovation while keeping in mind the ease of use and access to technology and services by a wide public. "

About Wyplay:

Wyplay's TV-centric software solutions power the world's most popular operator and consumer electronic brand names.

Independent, Europe-based, and internationally recognized, Wyplay provides state-of-the-art solutions for Connected-HDTVs, Media Center CE devices, HD IPTV boxes, DVB-S/C/T HD STBs, and in-home media-HDD products.

At the very heart of Wyplay's offering is the Wyplay Modular Solutions (WMS), an embedded, robust, and full-featured HD software platform that provides the most complete range of functionality available in the market. WMS delivers unsurpassed connectivity and media playability. In addition to WMS's impressive technical and performance pedigree, Wyplay provides an elegant and intuitive 2D & 3D user interface that greatly contributes to the quality of experience for the most demanding customer.

To discover more about "The Art of TV-Centric Software", visit www.wyplay.com.

Contact Wyplay:

Dominique Feral
EVP Marketing
+33(0) 491 457 180
dferal@wyplay.com

Wyplay
200 avenue de Provence
13190 Allauch – FRANCE
www.wyplay.com