



Wyplay selected by Vodafone Spain to provide its “Internet TV” Box

Marseille, October 19, 2010 - WYPLAY, the world’s leader in innovative TV-centric Operator software has been selected by Vodafone Spain to provide its turnkey next generation Hybrid IPTV Box.

WYPLAY’s software currently powers some of the leading European IPTV Operators that include brand names such as SFR. Wyplay’s offering is one of the broadest in the market spanning PVR functionality to media playback via a 3D interface, support for Widgets, and unparalleled connectivity.

At the SIMO Network Fair in Madrid, Juan Antonio Latasa, Manager of Video & Connected Home in Broadband Marketing at Vodafone Spain, launched “*Vodafone Internet TV*”, the marriage of the best of TV and the richness of Broadband:

- Enjoyment of High Definition free and pay DTT (1st HD Pay TV box in Spain),
- Benefit from an intelligent HD PVR,
- Discovery of personal multimedia content (via DLNA technology),
- Experience of Internet TV (Widgets, OTT, Catch Up TV...)

“Vodafone will be the first operator in Spain to connect the TV to Internet in an attractive and easy to use way”, said Jacques Bourgninaud CEO Wyplay. He added, “One of the key advantages is that this All-in-One solution can be offered anywhere in Spain without limitation associated to the Internet bandwidth connection. We are delighted to be the Vodafone Spain’s innovation partner in this and future projects”.

About Wyplay:

Independent, global, 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 for both “in the box” and “in the cloud” connected entertainment experiences. 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. Wyplay enables its key partners to build and customize their own unique solutions using the WMS Application Development Kit (ADK).

To discover more about "The Connected TV OS Provider", visit www.wyplay.com

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