

**Meet Wyplay and MathEmbedded at IBC2014  
RAI Amsterdam  
Booths 5.A11 and 14.A12**

**For Immediate Release**

## **MathEmbedded to offer Frog reference implementation on the STiH2xx range of System-on-Chip devices**

- ***Operators benefit from advanced middleware on cost-optimized platform***
- ***MathEmbedded to offer Frog for H2xx platforms as Scaling Partner by early 2015***

**Bristol, UK and Marseille, France -- September 12<sup>th</sup>, 2014** — MathEmbedded, a leading supplier of software and technical services specializing in embedded software and security for Digital TV and connected consumer devices, today announced that they are introducing Frog on a new range of platforms based on STMicroelectronics' cost-effective, highly integrated STiH2xx System-on-Chip devices.

This new Frog Reference Implementation to be made available by MathEmbedded at the beginning of 2015 effectively enables Frog to be supported across the full range of ST's DVB products. It demonstrates the scalability of the Frog solution on lower performance hardware platforms with the ability to develop HTML5-based User Interfaces.

"We are very pleased with the experience of porting Frog to a new platform - the training and support from Wyplay has been excellent." said Andy Sturges, Director of Products at MathEmbedded. "The result demonstrates Frog scales well on lower performance platforms and having full access to the source code has been key during the development process."

"Since MathEmbedded joined the Frog Community as our first Scaling Partner, we have been very impressed by their technical skills in the domain of porting and security." said Wyplay CMO Dominique Féral. He added, "They are the first Frog Licensee to have ported our middleware solution to a completely new hardware platform with our support. We can now confidently



recommend their Frog offering to operators in search of an advanced solution for cost-optimized Set-Top Boxes.”

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 role of a Scaling Partner like MathEmbedded in the Frog ecosystem is to be the prime provider of integration and software development expertise to operators for the adaptation of the Frog solution to their specific requirements. The full source code and technical documentation of the Frog middleware are available to licensees on the Frog Community Portal at <http://portal.frogbywyplay.com>

Wyplay and Mathembedded are showcasing Frog at the IBC 2014 event at the RAI Amsterdam from September 12<sup>th</sup> to 16<sup>th</sup> on their respective booths:

- Mathembedded – 14.A12
- Wyplay – 5.A11

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#### **About MathEmbedded**

MathEmbedded is a leading supplier of software and technical services specializing in embedded software and security for Digital TV and connected consumer devices. MathEmbedded’s expertise and partnerships can secure your Frog based products and reduce your time to market. For more information on MathEmbedded’s services and solutions please visit <http://www.mathembedded.com> or email [info@mathembedded.com](mailto:info@mathembedded.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](http://www.wyplay.com) and [www.FrogByWyplay.com](http://www.FrogByWyplay.com).

**Blog:** [www.frogbywyplay.com/page/blog](http://www.frogbywyplay.com/page/blog)

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

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