Wyplay offers the new "YouTube on TV" application in its client middleware for operators

Marseille, August 31, 2011. WYPLAY, the world's leader in innovative TV-centric Operator software solutions, has integrated the "YouTube on TV" application into its client middleware and is now deploying it with its Vodafone customers.

YouTube, a wholly owned subsidiary of Google, has developed a free YouTube application for the TV that lets users sit back and watch their favorite YouTube videos on the big screen, in up to 720p HD video quality, with easy navigation and quick access to YouTube search.

WYPLAY's software solutions sit at the very heart of the connected home and power the top brand names in consumer electronics and broadcaster/operator providers including SFR and key Vodafone entities. Wyplay's offering is the broadest in the market spanning complete connected media players, to a full range of global & local web services (VoD, MoD, GoD), Over-The-Top web experiences, media playback via intuitive 3D interface, support for Widgets, unparalleled connectivity, and complete UIs from design to implementation.

Francisco Varela, director of Platform Partnerships at YouTube, says: "We're delighted by the partnership with Wyplay. We believe that members of Wyplay's Tier 1 operator ecosystem are great candidates for YouTube on TV".

"YouTube has created a compelling Over-The-Top application for operators" said Dominique Feral, EVP Marketing at Wyplay. He added "YouTube has created this experience by surfacing the innovative content created by its global community. Wyplay is proud to have been selected to enable and provide 'YouTube on TV' to our tier 1 operators".

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", visit www.wyplay.com