Wyplay Unveils the *Wyplay Studio Design Center*

to deliver breakthrough User Experiences to Operators

London, UK, March 22, 2011 - WYPLAY, the world's leader in innovative TV-centric Operator software solutions, will showcase its Wyplay Studio Design Center at the IPTV World Forum in London. The Studio's mission is to deliver unsurpassed end user experiences thereby endearing subscribers to operators globally.

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 such as SFR and key Vodafone entities. Wyplay's offering is one of 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, and unparalleled connectivity.

In addition to the feature-rich client-side middleware, the UI has become a critical service differentiator for operators. In effect, the UI represents the relationship between the Operator and its subscriber, where elegance and simplicity are key factors. Wyplay's entry into the design of breakthrough user experiences is a natural extension of its current offering to operators. Partnering with leading Tier-1 Operators, Wyplay has accumulated a great deal of insight into the creation of highly successful solutions from a subscriber's point of view.

"Wyplay has answered the call from our customers to deliver a unique and complete turnkey client-side solution", said Dominique Feral, Wyplay's EVP of Marketing. "The services offered by the Wyplay Studio Design Center have several advantages for an operator; namely, a significant time-to-market improvement, performance guarantees due to a highly optimized and well integrated solution, and of course an intuitive and enjoyable user experience integrating the best of Broadband/OTT, Broadcast, and media center."

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

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