

PLEYO unveils its new Web browser and widgets engine for TV sets

Montpellier (France), 10th, September 2009

During IBC show in Amsterdam, **PLEYO** presents the new version of its web browser for TV sets, equipped with its widgets engine and also with extensions for interactive TV based on the **HbbTV** standard.

Origyn Web Browser is the browser provided by **PLEYO**. OWB is based on Webkit(Apple) and is more particularly designed for TV sets, TV decoders and other consumer electronic devices.

The latest browser's evolution is compatible with **HbbTV**, the new standard for interactive TV in Europe, which will be deployed in Germany first then in France. This standard enables access to interactive applications issued from broadcasting (Satellite or DTT) and broadband networks (Internet).

The **HbbTV** implementation comes from a project called **Wedison**, supported by several organizations: Astra, **Inverto Digital Labs**, Alticast, IRT and **PLEYO**. Other actors are confirming their participation.

PLEYO adds to its browser a widgets engine which is compliant with W3C specifications. The bouquet of widgets proposed by **PLEYO** is diversified and available for all devices equipped with **PLEYO**'s Web Browser. The **Deezer** application also joins to add value on this bouquet for TV sets.

Thanks to this partnership, **PLEYO** users will have access to 40 webradios and **Deezer** smartradio service, for free from their TVset.

This combined offer **HbbTV** and widgets will soon be launched in Germany first, through hybrid TV decoders provided by **Inverto Digital Labs**.

PLEYO's solution is present on several partner's booths during the IBC Exhibition (Amsterdam, 11st-15th September 2009). More information on Pleyo's website.

PLEYO

Software editor specialized on Web solutions for CE devices.

www.pleyo.com

HbbTV

PLEYO is an official supporter of HbbTV (Hybrid Broadcast Broadband TV)

www.hbbtv.org

WEDISON

HbbTV implementation, based on PLEYO's Web browser (OWB)

www.wedison.org

DEEZER

First european website of listening to music, free unlimited and legal

www.deezer.com

INVERTO DIGITAL LABS

European provider of hybrid TV decoders

www.inverto.tv

