



Press release

wywy announces US launch at the TV of Tomorrow Conference in New York

- Field-proven and robust Automated Content Recognition (ACR) platform for second screen synchronization now available in the United States
- SaaS-model for easy integration into TV companion apps and interactive campaigns via simple SDK/API

New York, 10 December 2012 wywy GmbH (wywy.com), an established provider of synchronized broadcast detection and interactivity solutions based in Munich, Germany, announces the availability of its services in the US. After a successful launch of the ACR platform in Germany earlier this year, wywy now offers second screen synchronization services in the US through a simple SDK/API.

The rapid growth in use of mobile devices in parallel to TV viewing represents an incredible opportunity for optimized ad targeting and enhanced viewer interaction. By utilizing wywy's ACR to generate precisely time-synchronized events and promotions on the second screen, broadcasters, marketers and advertisers can more accurately target customers and offer compelling interactive programming and advertisements.

Interactive TV developers in the US can now easily leverage the following proven content recognition solutions to integrate real-time sync capabilities into their second screen applications:

LiveTV ChannelSync enables real-time detection of the specific channel currently being viewed by each individual viewer.

LiveTV ItemSync enables real-time detection and recognition of specific content items such as breaks, promos, advertisements and programs.

“wywy's LiveTV ChannelSync and LiveTV ItemSync provide second screen apps with features that are essential in bringing the main and second screen together, creating a complete and compelling interactive TV viewing experience.” says Ze'ev Schlik, Co-Founder and VP Business Development at wywy.”

“The launch of services in the US, in addition to existing services in Europe and the Middle East, represents a milestone in wywy's mission of making the implementation of multiscreen synchronization capabilities simple and accessible on a global level.” adds wywy CEO Tobias Schmidt.

About wywy

wywy specializes in synchronized broadcast detection and interactivity solutions. wywy's technology synchronizes accompanying TV applications in real-time with the actual live broadcast. This creates new possibilities for interactive TV in the growing market of second-screen applications and interactive advertising. Through its wholly owned subsidiary Idioma Ltd., wywy has been a provider of broadcast monitoring and automated detection technologies to a global client base since 2001.

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