



NVIDIA GRID Technology to Power Playcast Cloud-Gaming Solution at France's Bouygues Telecom

Customers of Bouygues Telecom's Bbox Sensation Can Enjoy Instant Game Streaming

SANTA CLARA, CA - NVIDIA today announced that [NVIDIA GRID™ technology](#) is powering the Playcast cloud gaming service being offered to customers of French fixed and mobile operator Bouygues Telecom.

The service is available on TVs for users of Bouygues Telecom's Bbox Sensation set-top box for instant gaming on more than 50 titles.

"NVIDIA and Playcast have delivered a scalable, high-performance cloud-gaming system for our broadband customers," said Franck Abihssira, head of Fixed Services and Content Division, Bouygues Telecom. "Bouygues Telecom is offering innovative gaming services that enable a great experience available to our 1.5 million subscribers."

High-performance servers based on [NVIDIA GRID cloud gaming technology](#) handle all of the processing of the cloud-gaming service. Playcast software is used to stream content from Bouygues Telecom's data centers.

"The Bbox cloud gaming service puts Bouygues Telecom on the cutting-edge of gaming technology," said [Phil Eisler](#), general manager of cloud gaming at NVIDIA. "Game streaming is the easiest way to enjoy video games on any device and the future of how video games will be played."

"Bbox games has been serving hundreds of thousands of streaming hours since launch last year," said Guy de Beer, CEO at Playcast. "The system expansion with NVIDIA GRID hardware will allow us to be ready for the peak usage during the holidays season and continued growth next year."

More information about NVIDIA GRID cloud gaming is available at <http://www.nvidia.com/object/cloud-gaming.html>.

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About Playcast

Playcast Media provides a cloud-based delivery of console quality AAA video games to users of cable, IPTV and connected devices. For more than three years, the company has been serving millions of gaming hours to users in Europe and Asia. Playcast service includes content from publishers such as Ubisoft, 2K, Atari, Capcom, Codemasters, Disney, Sega, THQ, Warner Bros and more. For more information, visit www.playcast-media.com.

A propos de Bouygues Telecom

Opérateur global de communications électroniques (Mobile, Fixe, TV, Internet et Cloud), Bouygues Telecom se démarque par ses innovations, au service de ses 11,3 millions de clients Mobile et 1,9 million de clients Haut Débit Fixe, dont plus de 1,5 million de clients professionnels. En juillet 2011, Bouygues Telecom a inventé B&YOU, première offre *Sim-Only Web-Only* qui a conquis plus d'1,6 million de clients. En juin 2012, Bouygues Telecom a lancé Bbox Sensation, qui intègre les meilleures technologies au service de la vie numérique du foyer.

Son réseau Mobile couvre 99% de la population en 2G, 96% en 3G+ (jusqu'à 7,2 Mbit/s) et 60% en H+ (jusqu'à 42 Mbit/s). Bouygues Telecom dispose également d'un réseau national 4G, avec 63% de la population couverte, c'est-à-dire 40 millions de Français pouvant bénéficier du très haut débit mobile dans plus de 2 000 villes 4G. Chaque jour, plus de 9 200 collaborateurs imaginent des solutions adaptées pour nos clients. Nos 2 000 conseillers de clientèle dans nos 6 centres d'appels en France et nos 2 500 conseillers de vente dans nos 650 magasins les accompagnent au quotidien.
www.bouyguestelecom.fr.

Brian Burke
GameWorks
NVIDIA Corp.
+1-512-401-4385
bburke@nvidia.com
Alexandre Andre

Bouygues Telecom

+01-39-26-62-42

aandre@bouyguestelecom.fr

Jim Redner

Playcast Media

+1-323-217-4314

jjimredner@therednergroup.com