

New Roles of TV in Digital Home

Melbourne Oct. 2011





Smart TV

■ other similar names:
Connected TV, Internet
TV, Cloud TV...



Function and scope

Browsing Online

- Surfing online for info and AV
- Online education
- E-book reading
- Maps

Interactive Experience

- Download videos and audios
- Online gaming or download games
- Social network
- Online shopping
- Online payment

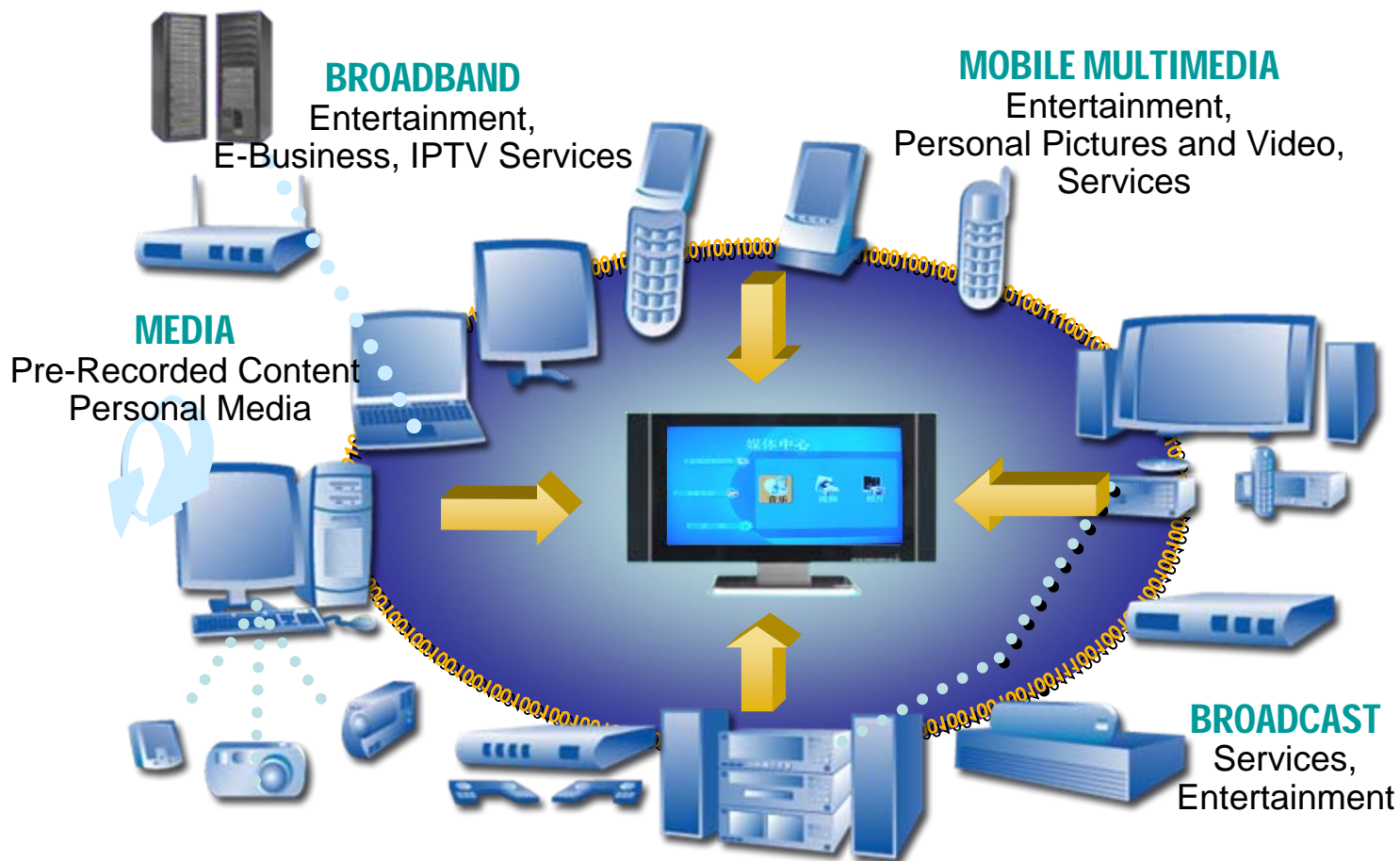
Smart Devices

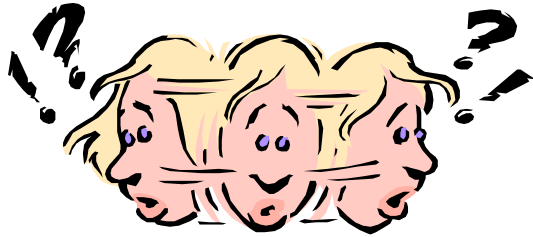
- Speech recognition
- Hand gesture recognition
- interoperation among PC, phone and TV
- Video call



New role of Smart TV

Working as a info hub in smart home network





OS

- Android Linux iOS Windows...



Private or Open & Universal platform ?

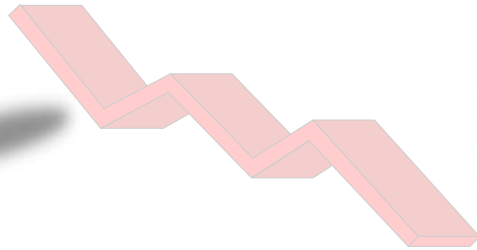


Compatibility and interoperability



Open SDK and OS,
easy Apps to use

Contents & Apps



Success from Smartphone and Pad TV

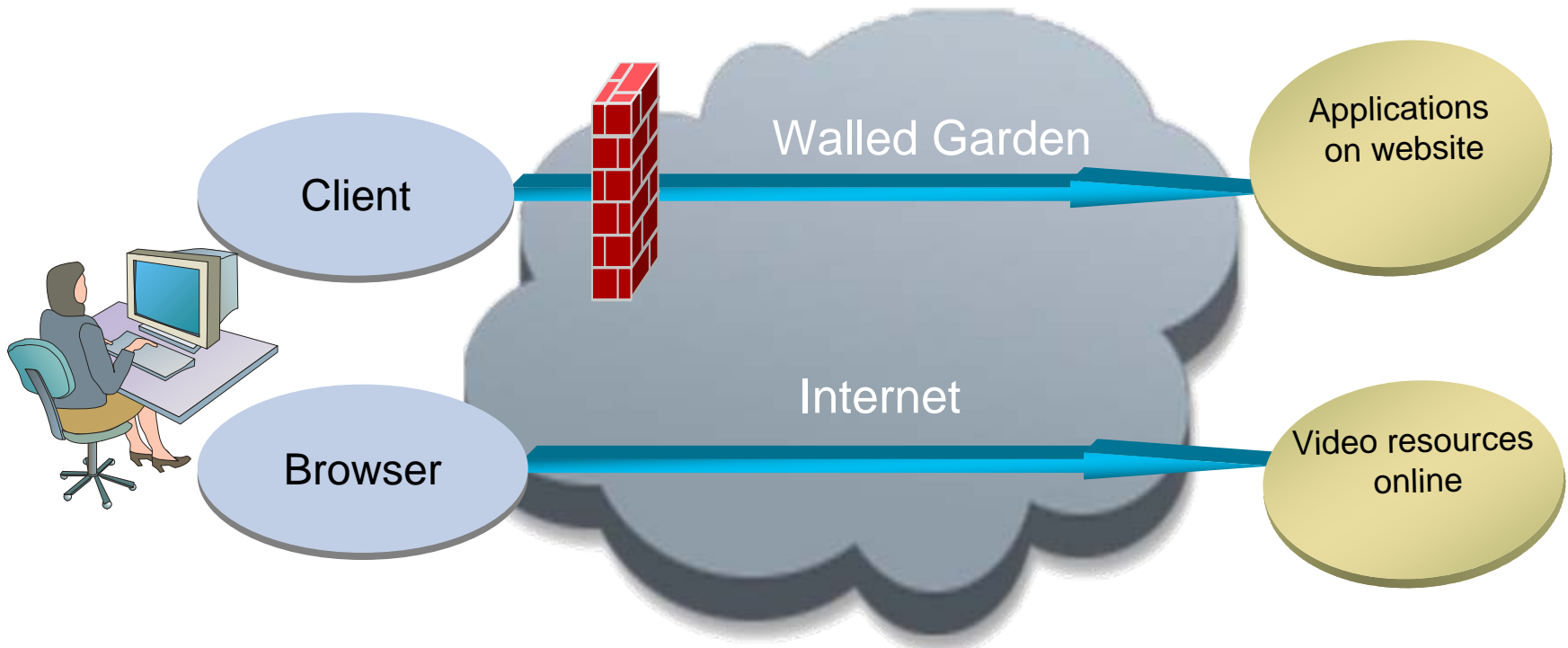


- Download the client from application store and can watch TV programs from websites.
E.g. Available from Youku, Tudou, CCTV ,etc in China now.
- Pad TV comes very close to the Internet TV, as can you watch TV from the bed!
- The same platform or OS (like Android) of smartphones can also be used in Internet TV.
Android Tablets is another version of Smart TV.
- The mode of applications store of smart phones can be also used in Internet TV.



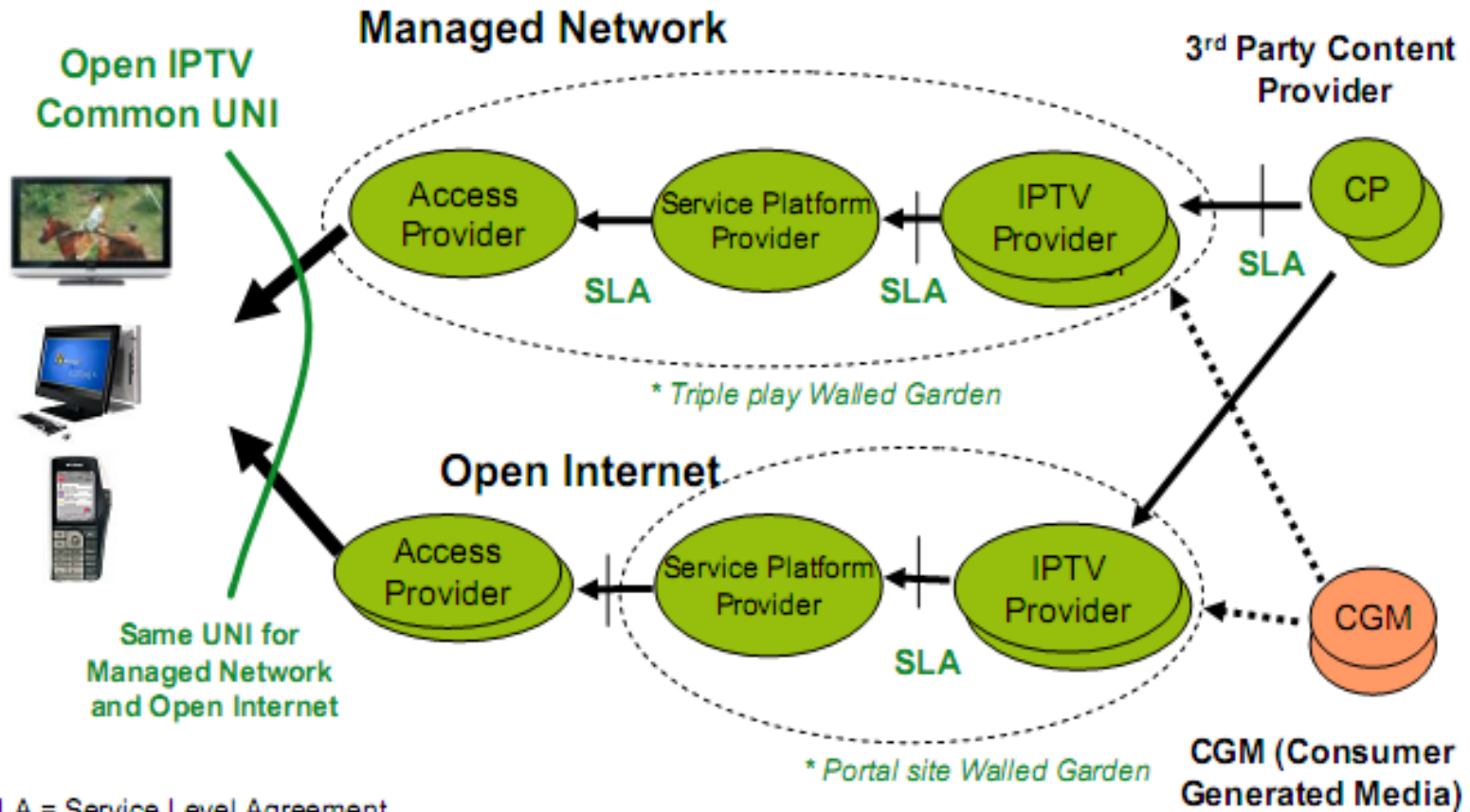
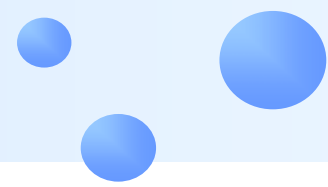
Two modes of Internet TV

Client/Server Mode (Apps, CNTV)



Browser/Server Mode (Web, Google TV)

Content for Internet TV



SLA = Service Level Agreement

UNI = User Network Interface

What we do

Now and future



- Something different from the traditional TV
- Platform and applications are the key
- Standardizations should be taken into consideration under TC100

THANKS

