



# Web on TV: LG Electronics' View

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# Web Technology on TV

- We are interested in and support expanding web technology onto TV since:
  - We make various electronic devices including TV, mobile phone, and PC. If the same web technology is used on all the devices, it would enable or facilitate **convergence** services across the devices.
  - Web technology is enormously successful on PC, providing very attractive **user experience**. Customers may want the same or similar user experience on TV.
  - Using standard web technology would reduce software **development cost**, e.g., by leveraging open source projects.
  - Using standard web technology may facilitate **content acquisition**, in terms of both cost and quantity. For example, existing (free) web contents and services can be utilized on a TV.

# Challenges

- TV is typically for **passive and relaxed user experiences**. Users may feel bothered if a user experience on a TV requires many or complex interactions.
- Currently, a typical TV has **limited resources**, e.g., processing power, memory, and storage.
- TV is usually **watched from a distance**, making small fonts hard to read.
- **User input** is very limited on a typical TV (only a remote controller).
- There are **existing technologies**, which may not be completely compatible with outside-of-CE-world standard web technology. For example, CE-HTML has a number of extensions specific to CE devices.

# What to Do?

- Short term (E.g., within a year)
  - Consolidate fragmented standards
  - To prevent confusion and market fragmentation