

# Proposal to improve user experience of Web and TV

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# Our Background



- Our motto is “User experience matters”
- UIEvolution has supported network-based IPTV GUIs in Japan for over 5 years with our GUI solution: UIEngine



**What is most important in  
providing a rich user experience  
on a TV using the Web?**

# Typical Web and TV Integration



# Our proposal on Web and TV Integration

- All information related to TV programs and controller features should be managed from a hand-held device.



- To implement this, all information including GUI should be delivered using the Web.

## By providing all information from the network ...

Users can:

- enjoy their content on a full screen TV.
- manage all information from their handset.
  - Schedule, recommendation, related programs, recorded contents, etc.
- escape the complexity of managing multiple remote controllers.

## By providing all information from network ...

Service providers can :

- manage the entire interface experience between users and the service.
- easily update remote controllers with new and improved features.
- reduce the cost of set top boxes.

## To realize this solution :

- User interface guidelines of control modules on smart phones and tablet devices need to be defined.
- Protocols for communicating between remote controllers, servers, and TVs should be standardized.



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