



## **Arçelik's Position Paper for the "Web and TV" Workshop:**

Arçelik is the consumer durables, consumer electronics and information technologies equipments design and manufacturing company of Koç Holding. Arçelik was founded in 1955 and it is the sixth largest household appliances manufacturer in the world and the third largest one in Europe. Arçelik has 11 production plants in Romania, Russia, China and Turkey and has 12 sales and marketing companies worldwide. Arçelik is serving its customers in more than 100 countries with its 10 different brands; Arçelik, Beko, Grundig, Blomberg, Elektra Bregenz, Arctic, Altus, Leisure, Flavel and Arstil, and has realized a consolidated turnover of EUR 3.3 billion in 2009 and produced over 11 Million units of products including white and brown goods.

Arçelik would like to be one of the leading companies in Europe which seamlessly connects Web and TV on Grundig branded TV products.

Arçelik Electronics R&D is conducting research and development activities and product developments in the following areas which are inline with "Web and TV" workshop:

- Usability
  - Innovative UI concepts
  - Self explanatory/ Intuitive portal navigation
  - Classic TV experience has to be maintained while using new innovative Web Applications on TV
  - Easy-to-use remote control keypad arrangement for Web Applications on TV
- 3D Web content meets 3D displays on TV - 3D Web TV
- Interactive Programme Guide (IPG)- superior version of broadcast EPG, more metadata and multimedia from broadband
- CE-HTML, HBB TV: hybrid solutions broadcast & broadband
- Video conferencing on TV (e.g. Skype)
- Position of HTML5, Flash and CE-HTML on web applications for TV
- App stores for various web applications like mobile phones
- Android- Google TV: new approaches to connect Web and TV

Thus, we are interested in attending the workshop for the "Web and TV" in order to share views as well as learn about potential technological approaches on above listed areas. Finally, we would like to extend our network with major players in these fields for future collaboration possibilities.