

PHILIPS SMART TV IN 2014

PHILIPS TV POWERED BY ANDROID

TP Vision Poland

Piotr Herod



PHILIPS



TPV



TPVISION

A Philips Smart TV is shown in a dark room, displaying a vibrant, multi-colored explosion of red, purple, and white particles against a black background. The TV is mounted on a wall, and its reflection is visible on a glass surface in the foreground. The overall scene is dimly lit, emphasizing the brightness of the screen.

Philips Smart TVs in 2014 are...

A large Philips television is the central focus, positioned on a light-colored wooden stand. The TV screen is dark and reflects the ambient light. To the left of the TV, a stack of books is visible on the same surface. The background features a textured, grey brick wall. In the blurred background to the right, a person is seated at a table, and a window with sheer curtains is visible. The overall atmosphere is warm and modern.

Almost all Philips TVs in 2014!

PHILIPS TV LINEUP 2014

Full Philips TV Range

9 series

8 series

7 series

6 series

5 500 / 5 600 / 5 700

5 100 / 5 200

4500

4 100 / 4 300

Non-Android Smart TV

9 series

8 series

7 series

6 series

5 500 / 5 600 / 5 700

4500

TV Powered by Android TV

9 series

8 series

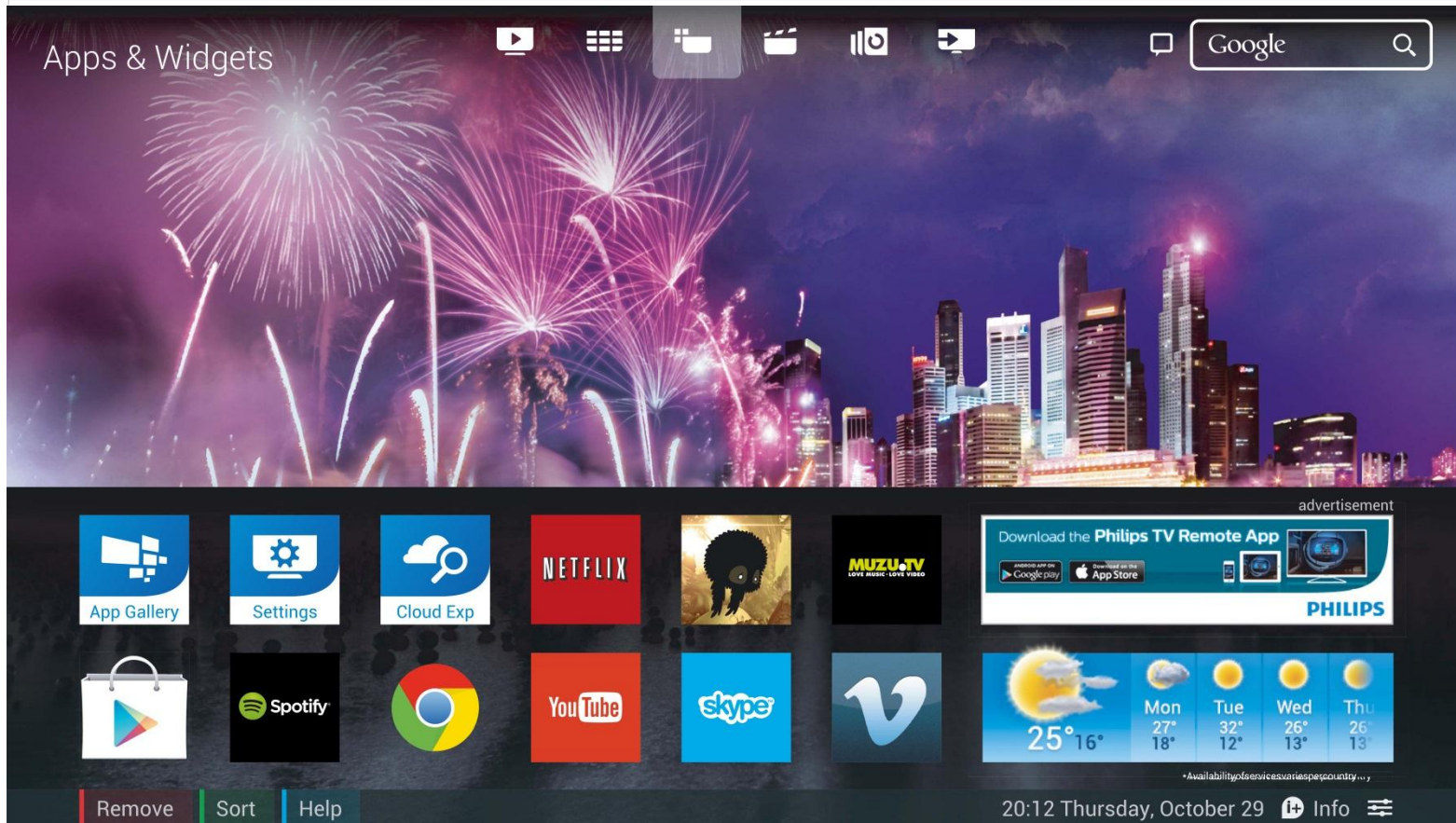
Android Revolution!



New Smart TV user interface!

Transparent, convenient and fast!





PHILIPS TV
POWERED BY
ANDROID
USER
INTERFACE



PHILIPS

WHAT YOU SHOULD KNOW ABOUT PHILIPS TV POWERED BY ANDROID



- In 2014 it will be available in series 8 and 9
 - **Available in CEE since June 2014!**
- In 2015 more than half of Philips TV range will be based on Android OS
 - Models from 2014 lineup will have:
 - **Latest Android OS version designed by Google for TVs** which means version 4.2
 - 4 Gb of internal memory for Apps
 - **CPU consisting of 4 real cores**
 - real multitasking
 - **Each core has 1,2 Ghz of processing power**
 - Philips TV Powered by Android will allow consumers to access both Philips Smart TV app Gallery and Google Play store with Android apps compatible with TV version of Android OS

CO WARTO WIEDZIEĆ O PHILIPS SMART TV POWERED BY ANDROID







- **In Google Play store on Philips TV you will only find apps which are compatible with TVs!**
- Philips TV Powered by Android doesn't pretend to be a smartphone or tablet as majority (if not all) of cheap Android dongles and STBs do.
- Philips TV Powered by Android is a different project than Google TV
- **Android apps** which were created for smartphones or tablets **can be easily adapted to TVs.**

One Remote, functional and Convenient!

Only in Philips Smart TV!



PHILIPS SMART TV REMOTES 2014

Reference	RC2.7	RC3.7	RC3	RC4.8	RC4.9	
Series	7100	7100 B	7800	8x00	9x00	
Design						
Rel. Pointer	No	6-axis	No	6-axis	6-axis	
Voice	No	No	No	Yes	Yes	
Design buildup	+ plastic painted cursor/OK	+ premium shape (AA batteries) + metal domes on keyboard	<ul style="list-style-type: none">• Painted buttons• Painted rim• Chrome OK• Metal domes	+ Metallic rim + Metallic cursor/Ok + painted buttons +Alu top	+ Metallic rim + Metallic cursor/Ok + painted buttons +Alu top	
Colour	Black	Black	Black	White	Black	

Philips Non-Android Smart TV in 2014



PHILIPS TV LINEUP 2014

Full Philips TV Range

9 series

8 series

7 series

6 series

5 500 / 5 600 / 5 700

5 100 / 5 200

4500

4 100 / 4 300

Non-Android Smart TV

9 series

8 series

7 series

6 series

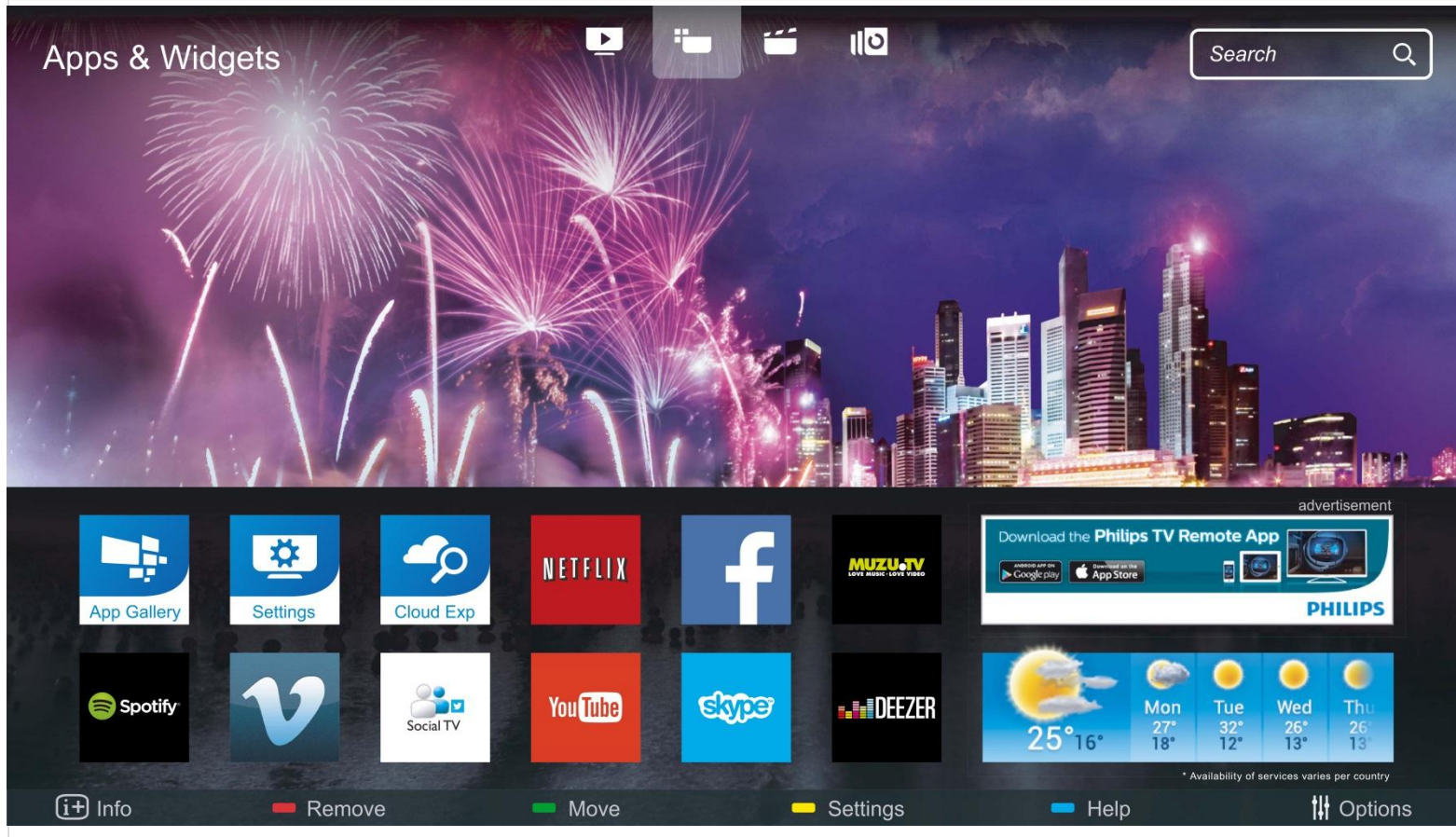
5 500 / 5 600 / 5 700

4500

TV Powered by Android TV

9 series

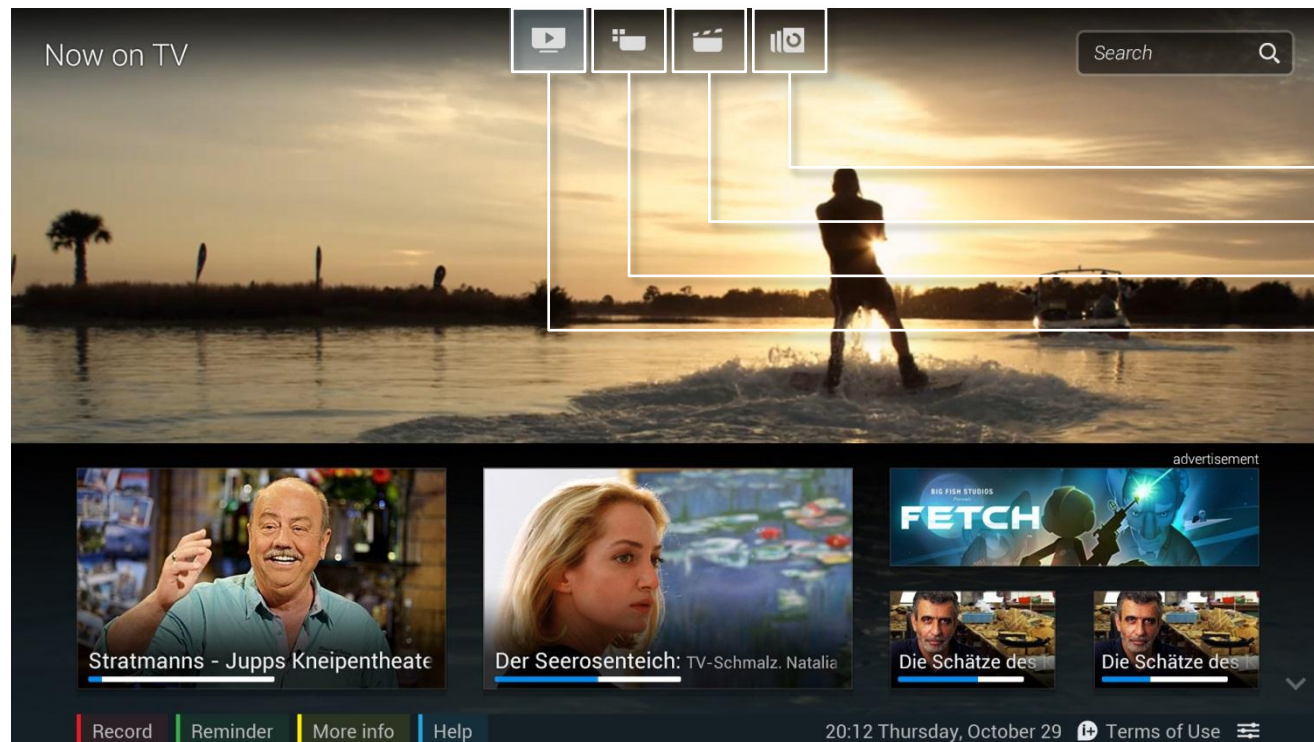
8 series



PHILIPS SMART TV NON- ANDROID USER INTERFACE

PHILIPS

NOW ON TV: COLLAPSED



TV on Demand

Video on Demand

Apps

Now on TV

All the control is on one screen, on the top

Overlay starts with half screen after Home press and will become full screen when scrolling down

RECOMENDATIONS

Now on TV

Search

advertisement

Stratmanns - Jupps Kneipentheate

Der Seerosenteich: TV-Schmalz. Natalia

FETCH

Die Schätze des

Die Schätze des

17:10
Revenge

18:30
Helicopter

18:45
A Single Man

19:05
Pirates!

20:30
In Teufels Küche mit

Record Reminder More info Help

20:12 Thursday, October 29 Terms of Use

LOCAL SMART TV APPS IN PHILIPS SMART TV IN CZECH REPUBLIC

Comming soon....



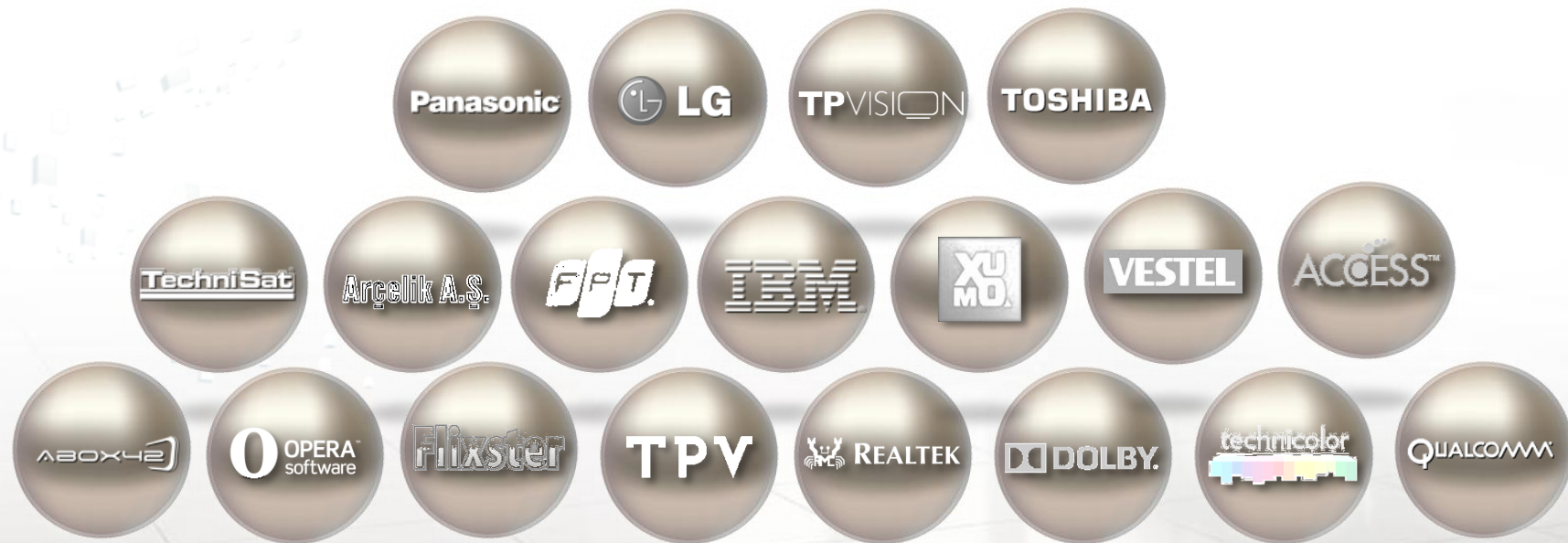
Smart TV Alliance

Build Once, Run Everywhere

Smart TV Alliance

Today...

Membership has grown to 19 various companies



‘Build Once, Run Everywhere’



Smart TV Alliance™

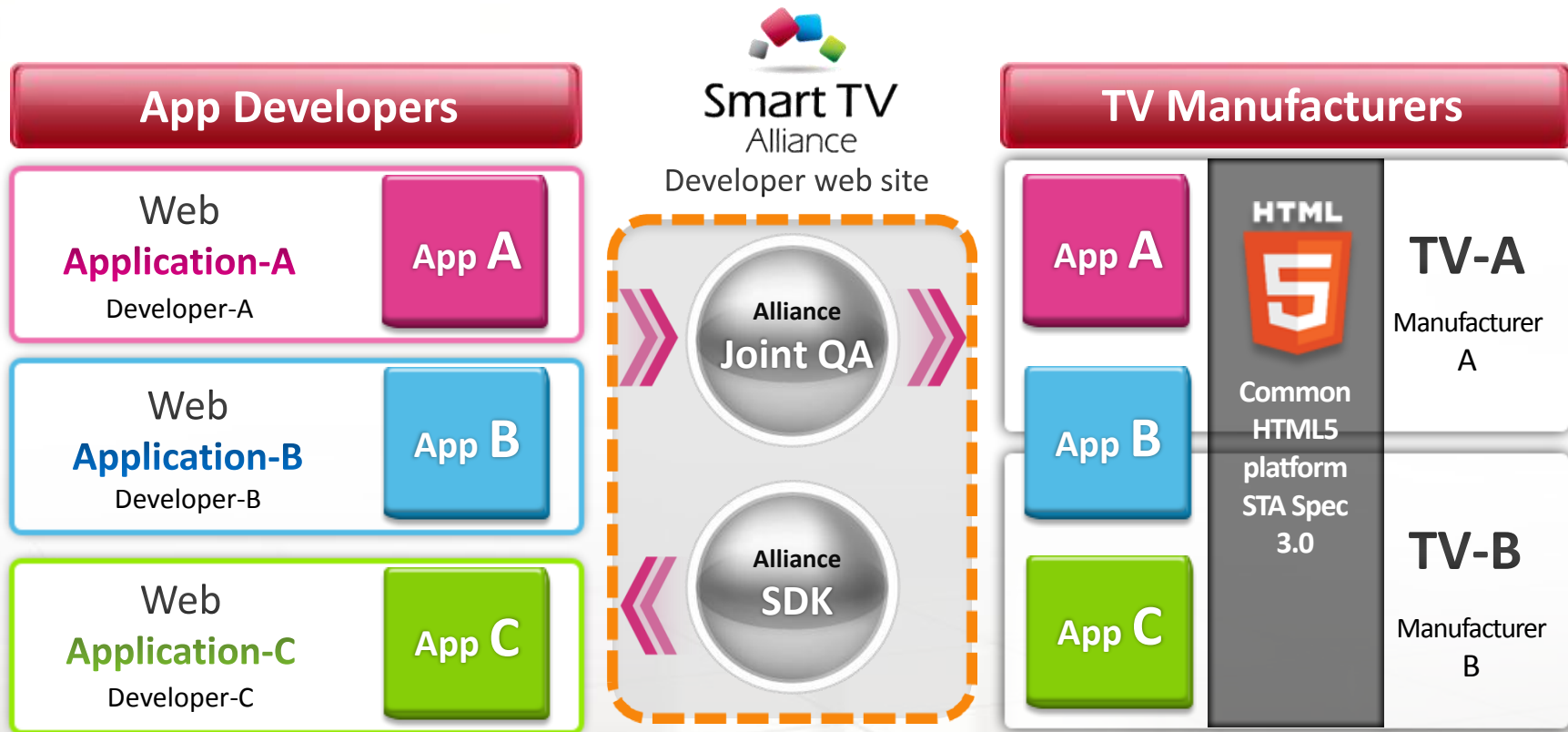
Smart TV Industry



Smart TV Industry



Smart TV Alliance Application Submission Process



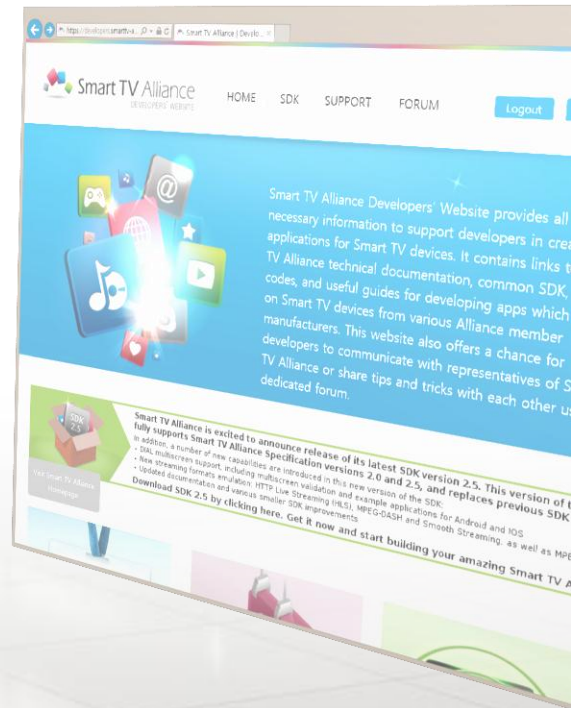
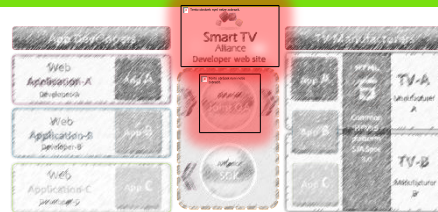
Developers' Support

Developer Web Site

- All resources for developers in one site
- <https://developers.smarttv-alliance.org/>

Joint QA

- Announced Pilot program at CES 2013
- Launched at IFA 2013 as part of Developer Support Program
- More than 25 apps
(Meteonews, LifeShow Player, AOL On, HuffPost Live, GameTree, etc.)



Smart TV Alliance™

'Publish Once, Run Everywhere'

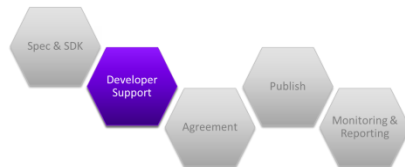


Smart TV Alliance™

Spring 2014 Smart TV Alliance App Ecosystem Developer Portal



Premium Developers' Support



APPLICATIONS ▾ TICKETS ▾ FORUM ADDITIONAL SERVICES

Developer > Tickets

Ticket Management

Content	Date	Assignee	Priority	Status	Type
I can ask us questions about developing an app. If your questions are very specific, or you have already registered or submitted your app to the Smart TV Alliance QA team we ask you to contact Smart TV Alliance support via the contact form on the main website.	1-1-2014	DaoNQ	Low	Closed	Email
I prepare a application with Alliance SDK 2.5 the emulator is working fine but i have a problem with Deploy to SDK: There was an error while trying to deploy the file	1-1-2014	DaoNQ	Medium	New	Web
Will there be possible some integration with Facebook and Twitter application on TV? This would be great having the possibility to connect with social media once user is logged in the built in application	1-1-2014	DaoNQ	High	In progress	Phone
How is it with the DRM support? So far LG and Philips handled it differently and Panasonic did not have any support for HTML5 applications.	1-1-2014	DuyPT	Medium	New	Email
Why the RC emulator in the Virtual Box does not have support for color keys? They are in specification marked as Conditionally Mandatory, but in fact they are kind of standard on TVs.	1-1-2014	DuyPT	Low	New	Web

Page 1 of 5 ▾

Showing 5 results.

5 Items per Page ▾

← First

Previous

Next

Last →

Joint Agreement

■ Different agreements for different app stores

■ Joint Agreement

- STA provides a standardized agreement for app developers / content providers
- App developers and content providers don't have to contact each manufacturer
- Every participant for Common Developer Portal will sign a contract with STA respectively

The screenshot displays the 'Signing Contract' step of the Smart TV Alliance Developer Portal. At the top, a navigation bar includes 'APPLICATIONS' (selected), 'TICKETS', 'FORUM', and 'ADDITIONAL SERVICES'. A breadcrumb trail shows 'Developer / Applications / 4. Signing Contract'. A progress bar at the top right indicates the sequence: 1. Registration, 2. Description, 3. Self-check, 4. QA, 5. Sign Contract (current step), and 6. Publish. The main content area is titled 'Contract' and contains the text of the 'AGREEMENT BETWEEN USER AND Smart TV Alliance'. The agreement states that the Smart TV Alliance Website is comprised of various Web pages operated by Smart TV Alliance and is offered to users conditioned on their acceptance of the terms, conditions, and notices contained therein. It also mentions that the user's use of the website constitutes their agreement to all such terms, conditions, and notices. The agreement further states that Smart TV Alliance reserves the right to change the terms, conditions, and notices under which the Smart TV Alliance Website is offered, including but not limited to the charges associated with the use of the Smart TV Alliance Website. It also includes a section on 'LINKS TO OTHER WEBSITES' stating that the Smart TV Alliance Website may contain links to other Web Sites ('Linked Sites') and that Smart TV Alliance is not responsible for the contents of any Linked Site. Finally, there is a section titled 'NO UNLAWFUL OR PROHIBITED USE' which states that as a condition of use, the user warrants to Smart TV Alliance that they will not use the Smart TV Alliance Web Site for any purpose that is unlawful or prohibited by these terms, conditions, and notices. At the bottom of the page, there are 'Sign' and 'Cancel' buttons.

Spec & SDK Developer Support Agreement Publish Monitoring & Reporting

APPLICATIONS TICKETS FORUM ADDITIONAL SERVICES

Developer / Applications / 4. Signing Contract

1 Registration 2 Description 3 Self-check 4 QA 5 Sign Contract 6 Publish

Contract

AGREEMENT BETWEEN USER AND Smart TV Alliance

The Smart TV Alliance Website is comprised of various Web pages operated by Smart TV Alliance. The Smart TV Alliance Website is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein. Your use of the Smart TV Alliance Website constitutes your agreement to all such terms, conditions, and notices.

MODIFICATION OF THESE TERMS OF USE

Smart TV Alliance reserves the right to change the terms, conditions, and notices under which the Smart TV Alliance Website is offered, including but not limited to the charges associated with the use of the Smart TV Alliance Website.

LINKS TO OTHER WEBSITES

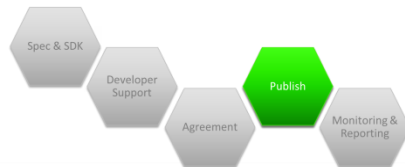
The Smart TV Alliance Website may contain links to other Web Sites ("Linked Sites"). The Linked Sites are not under the control of Smart TV Alliance and Smart TV Alliance is not responsible for the contents of any Linked Site, including without limitation any link contained in a Linked Site, or any damages or losses arising from the use of any Linked Site. Smart TV Alliance is not responsible for webcasting or any other form of transmission received from any Linked Site. Smart TV Alliance is providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement by Smart TV Alliance of the site or any association with its operators.

NO UNLAWFUL OR PROHIBITED USE

As a condition of your use of the Smart TV Alliance Web Site, you warrant to Smart TV Alliance that you will not use the Smart TV Alliance Web Site for any purpose that is unlawful or prohibited by these terms, conditions, and notices. You may not use the Smart TV Alliance Website in any

Sign Cancel

Publish Once, Run Everywhere



■ Publishing to app stores is another hurdle for app developers / content providers

■ Automated publishing

- STA Common Developer Portal integrates with each member's app store
- After passing Joint QA, the app will be published to all members' app store within a few hours

APPLICATIONS ▾ TICKETS ▾ FORUM ADDITIONAL SERVICES




1 Registration 2 Description 3 Self-check 4 Quality Assurance 5 Publish

General application information


Smart Video Rental
Your app is published on AppStores
Current version: 1.0

Your application is published, you can withdraw this application on AppStores

Published on Appstores

 Panasonic ideas for life	Company Name: Philips Published date: 12/31/2013 <input type="button" value="Withdraw my application"/>
 PHILIPS	Company Name: Philips Published date: 12/31/2013 <input type="button" value="Withdraw my application"/>
 TOSHIBA Leading Innovation	Company Name: Toshiba Published date: 1/1/2013 <input type="button" value="Withdraw my application"/>

Not published on Appstores

 LG	Company Name: LG Electronics
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Integrated Monitoring & Reporting

APPLICATIONS

TICKETS

FORUM

ADDITIONAL SERVICES

Spec & SDK

Developer Support

Publish

Agreement

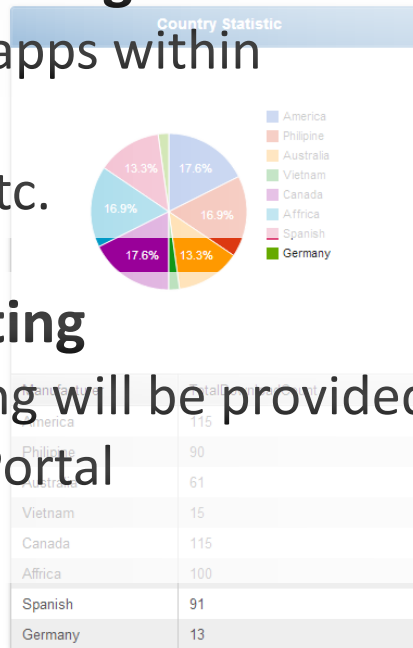
Monitoring & Reporting

Developer / Applications / Application View

Application Reporting

Integrated application monitoring

- Developers can manage their apps within Common Developer Portal
- QA status, Publishing status, etc.



Integrated application reporting

- Integrated application reporting will be provided through Common Developer Portal
- # of downloads, Rating, etc.

