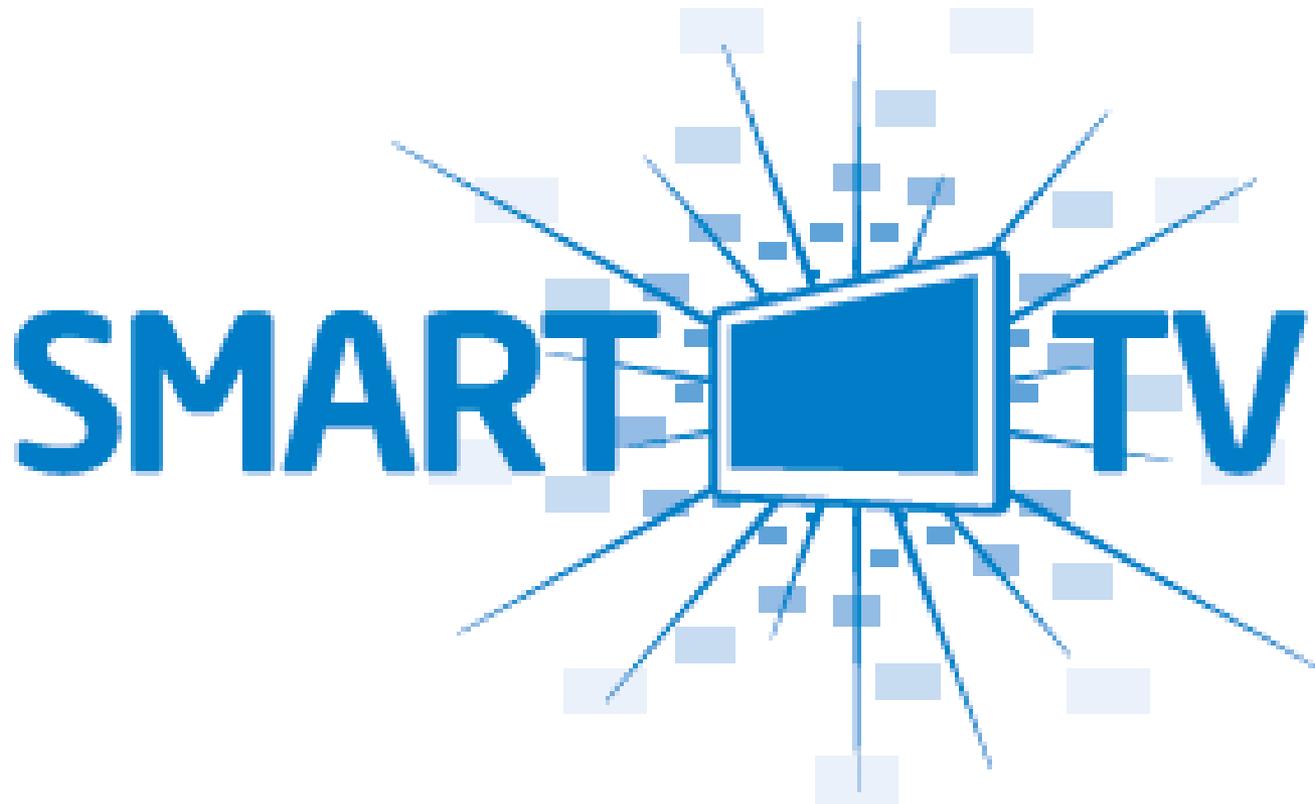


Smart ?



Scott Baty CCCGC June 2015

We've come a long ways.



Growing Pains of Smart Tv's

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What is a “Smart TV”

Connected Devices

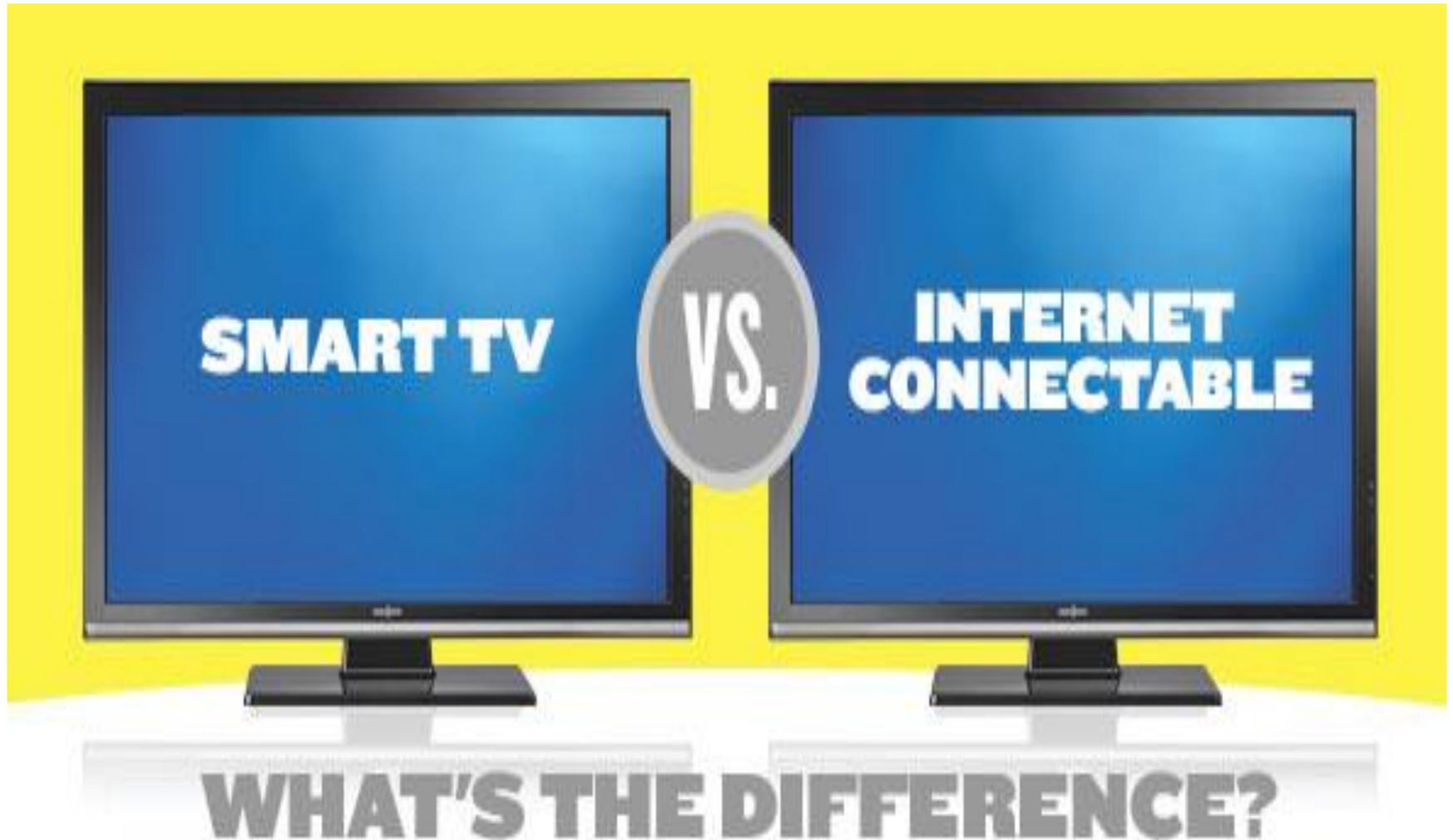
Smart TV's

- TV with Internet connectivity (Ethernet, WiFi)
Built into the TV itself

Set top Box

- Internet-delivered TV content
- Streamed
- “Internet TV”

Smart TV or Connected TV



Comparison

Smart

- allow you to view content from the Internet on your HDTV through specialized apps (Netflix*, Napster, Facebook, etc.).
- Smart TV products like Google TV **include** a web browser and keyboard allowing you to surf the Internet
- Have a robust and cleverly integrated **Internet search capability**
- Google TV is the only smart TV product that is currently available.

Connected

- allow you to view content from the Internet on your HDTV through specialized apps (Netflix*, Napster, Facebook, etc.).
- Most of these products **do not** include a Web browser, so you cannot search the Internet.
- Have a **limited ability** to search for video content **within some specific apps.**
- a wide range of products that have this capability

Smart TV's

Google TV™



2 choice for Google TV

Buddy box

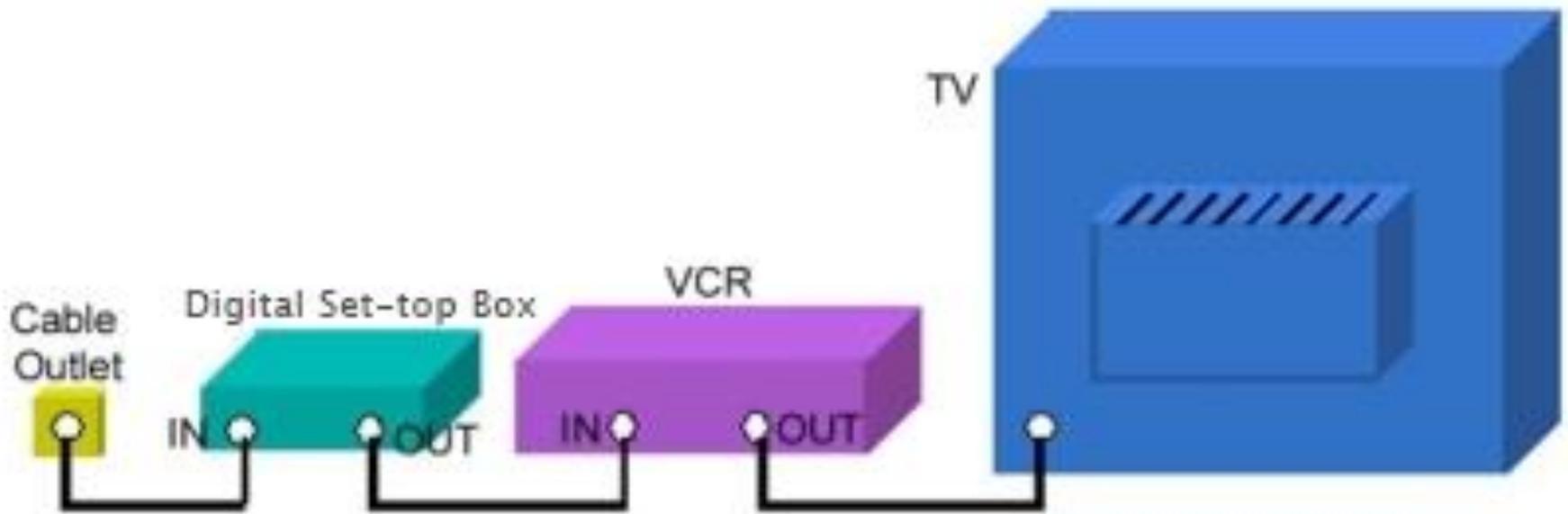
- A small box sits between your existing cable (or satellite) receiver and the TV, bringing the goodness of Google TV to your TV set. You can also use the remote to control your cable box, TV, and stereo. If you're still not impressed, then try controlling it with your phone.

Integrated TV

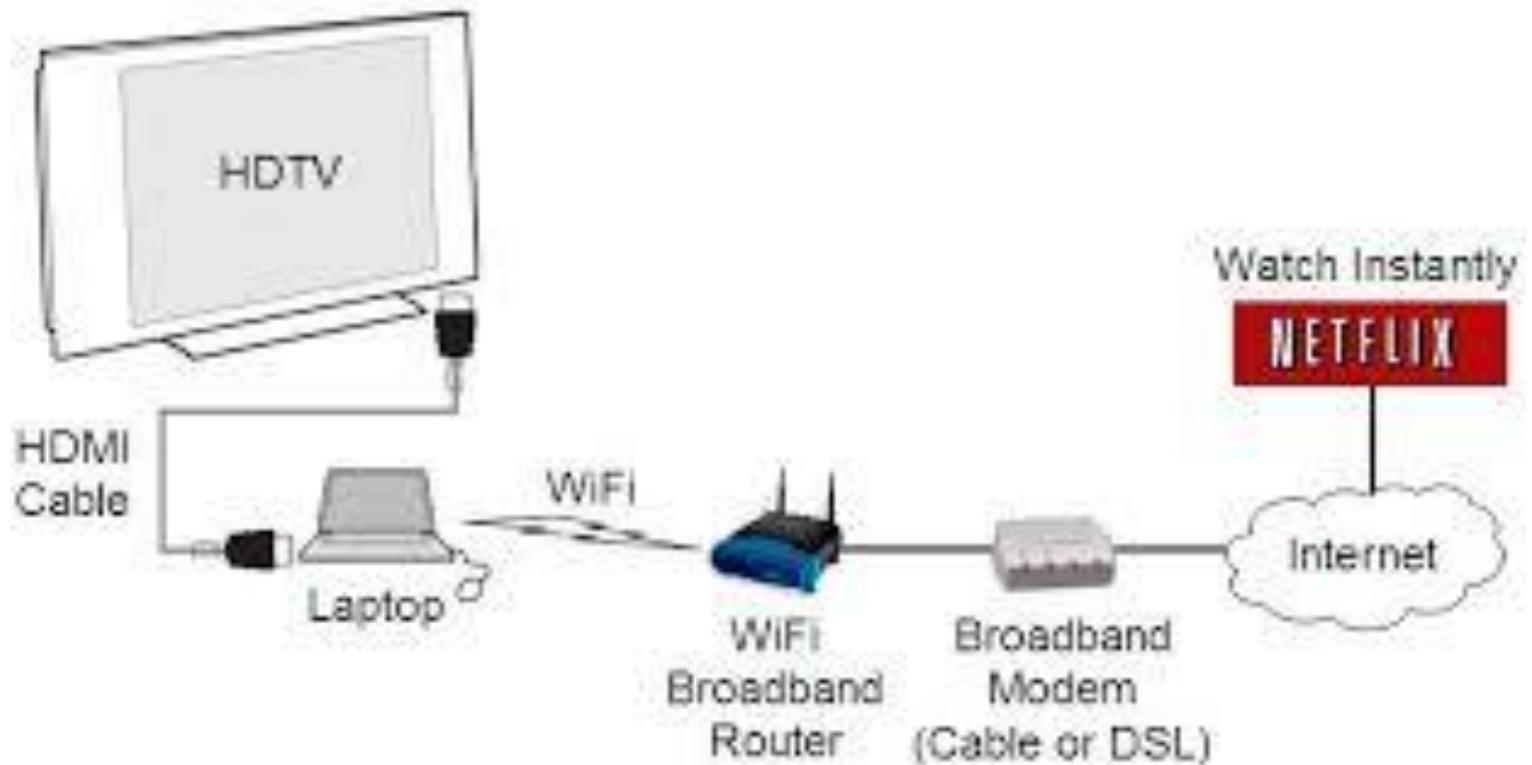
- The web and app goodness of Google TV is built right into your TV set, so you just need to plug in your existing cable (or satellite) receiver as usual. Did we mention that you can use the remote (or your phone!) to control your cable box, TV, and stereo.

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Typical Cable/Satellite TV Setup



HD TV Connection with Laptop



Roku Setup

Columbia ISA
Audio / Video
© 2009-2012 SWS

ROKU 2 XS



HDMI cable

HDTV Rear Panel



Wireless router



Home Network
To Internet



Ethernet cable
To Modem and ISP

Finding your Device



Connected Devices



Apps for Smart/connected TV's

