



# HbbTV Symposium 2017

## *“New Innovations using HbbTV”*

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# HbbTV Innovations at Symposium 2017

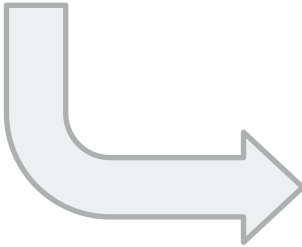


**HbbTV**  
*Innovations*



**Tivu & Samsung**  
Next generation TV UI built on HbbTV 2.0.1

- Access to advanced OTT Services
- Catch Up, Search ....
- Companion Screen Support



**Nagra and Samsung**  
Bringing HbbTV support to TVkey Operator App – TV UI Customisation

- TV Guide / Pay TV Navigation
- OTT Portal
- Advanced Services



**360 Video Proof of Concept**  
360 Video Rendered on TV in HbbTV App  
Pan/Scroll Controlled as Companion Screen

Concept well received !

Potential future HbbTV feature ????

