



What can AI do to reform HbbTV user experience on the big screen?

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VP Product Management

Agenda

- Observation and challenges
- SERAPHIC's practices
- Discussions



01

Observation and challenges

Screen evolution



16K?

Will screen resolution continue to play the important role to drive TV upgrade in the market?

8K

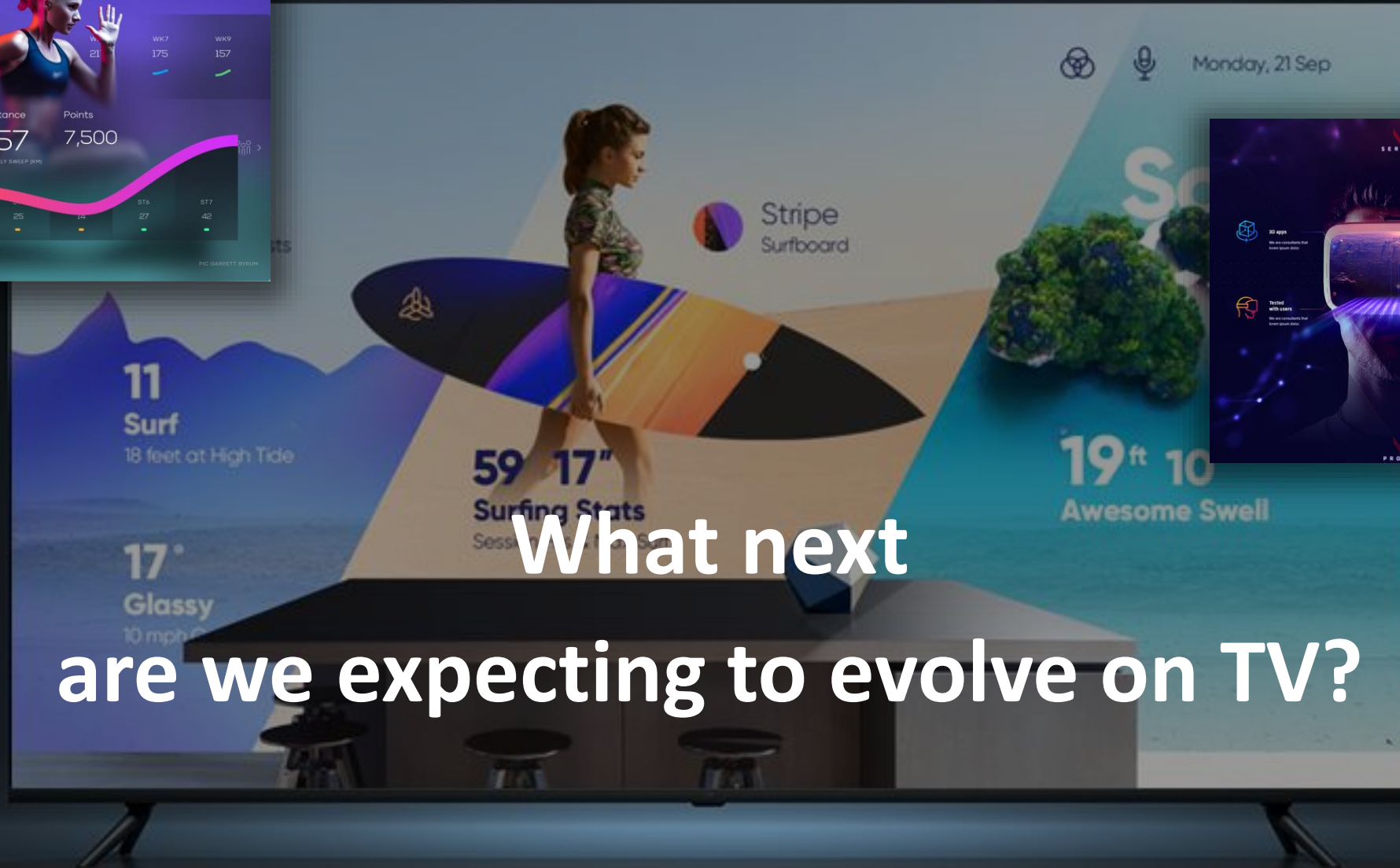
4K

FHD

SD

Carrier evolution





What next
are we expecting to evolve on TV?



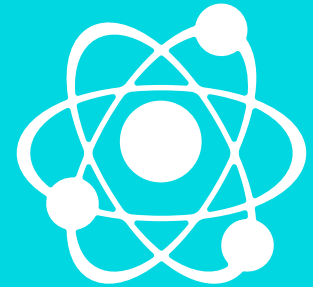
PC



Web



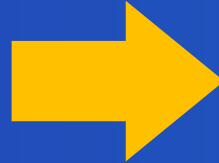
Mobile



AI

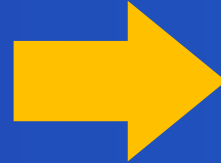
We're at the next big transition for technology

Current situation



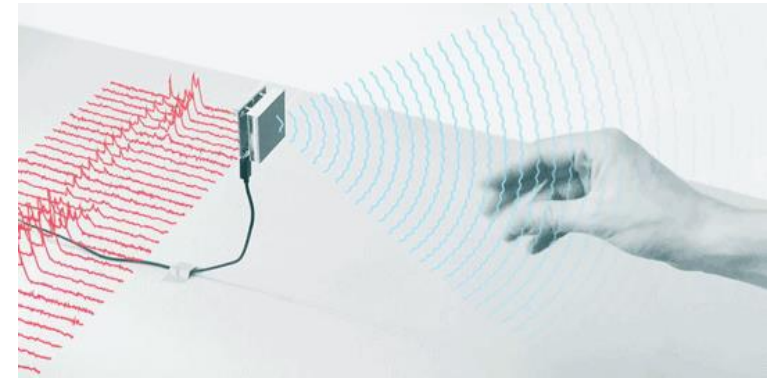
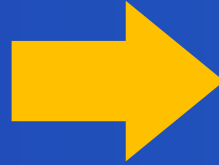
We are still using the technology that is invented decades before to control TV!

Touchless control is coming!



Voice Input is almost becoming the standard configuration for smart TV!

Touchless control is coming!



What challenges for HbbTV?



vs



Are the color keys still mandatory?

What challenges for HbbTV?



vs



Is the tree-structure HbbTV application layout still the only choice?

More challenges...

1. Standardization

- Simply map the new user input interface to color key or adopt additional new functionality from the fundamental?
- Consider to standardize new into HbbTV specification in the future?

2. Deployment

- One more new variable device capabilities introduce more complexity for application deployment.
- AI HbbTV reference application may still work, consider to do some pioneer work in the future?



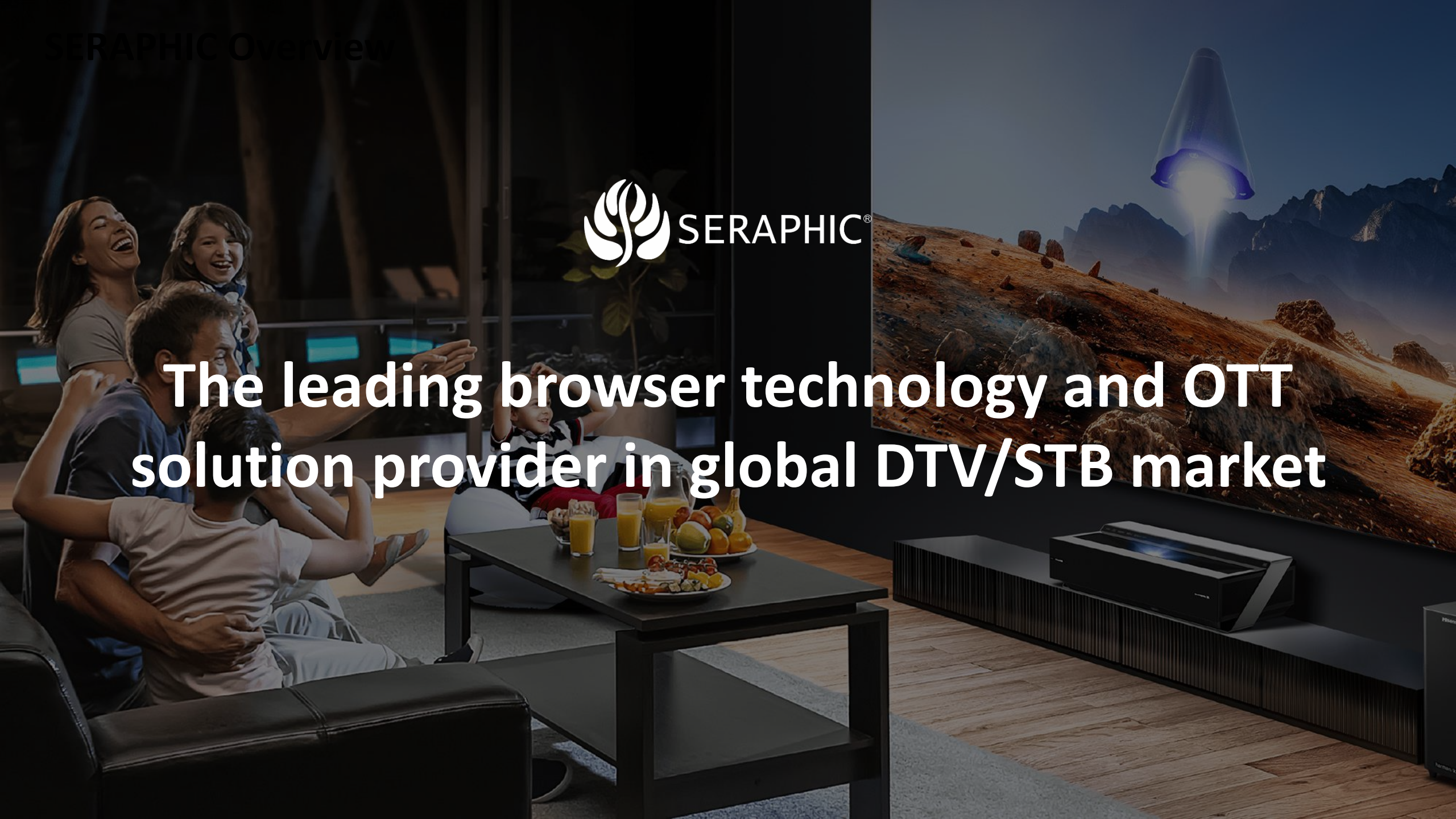


02

SERAPHIC's practices

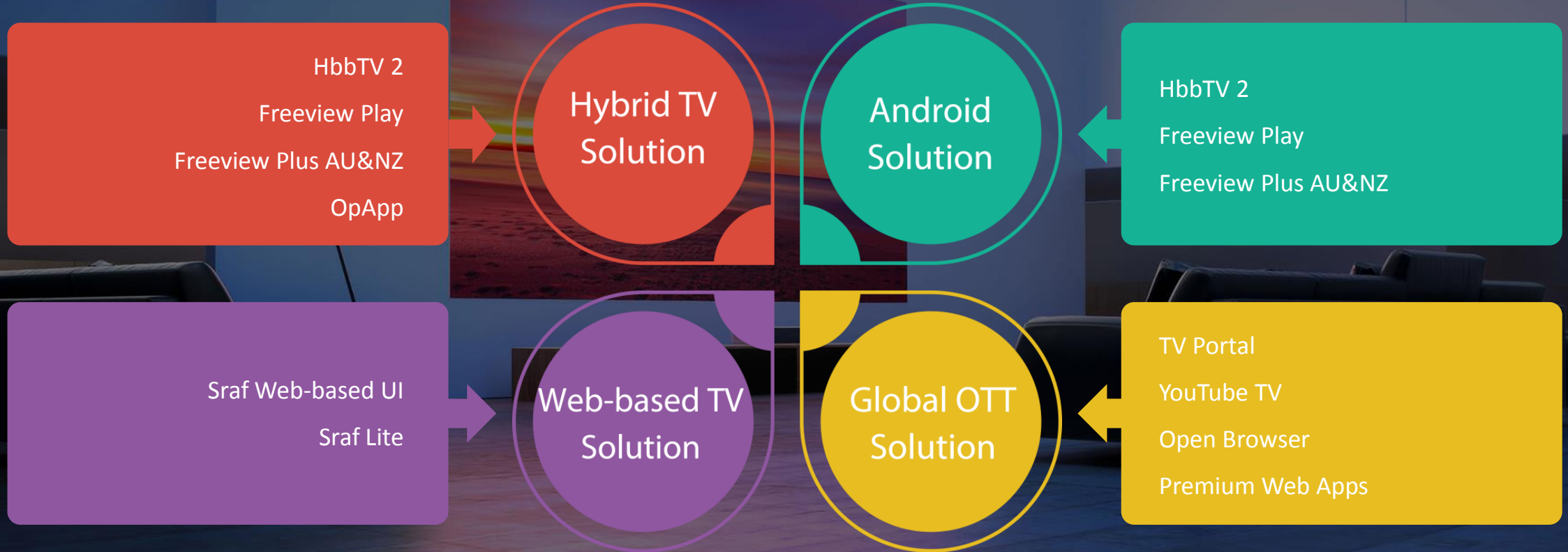


**The leading browser technology and OTT
solution provider in global DTV/STB market**



SERAPHIC Solutions

- One binary SDK for all solutions
- Dynamic feature configuration
- Highly optimized for DDR and flash memory usage
- Performance tuned to better leverage CPU and graphic capabilities



SERAPHIC Market Penetration

Deployed in 200+ countries and regions

Europe



Asia



North America



Latin America



Africa



Oceania





SERAPHIC's practices on AI with TV big screen

AI × Web

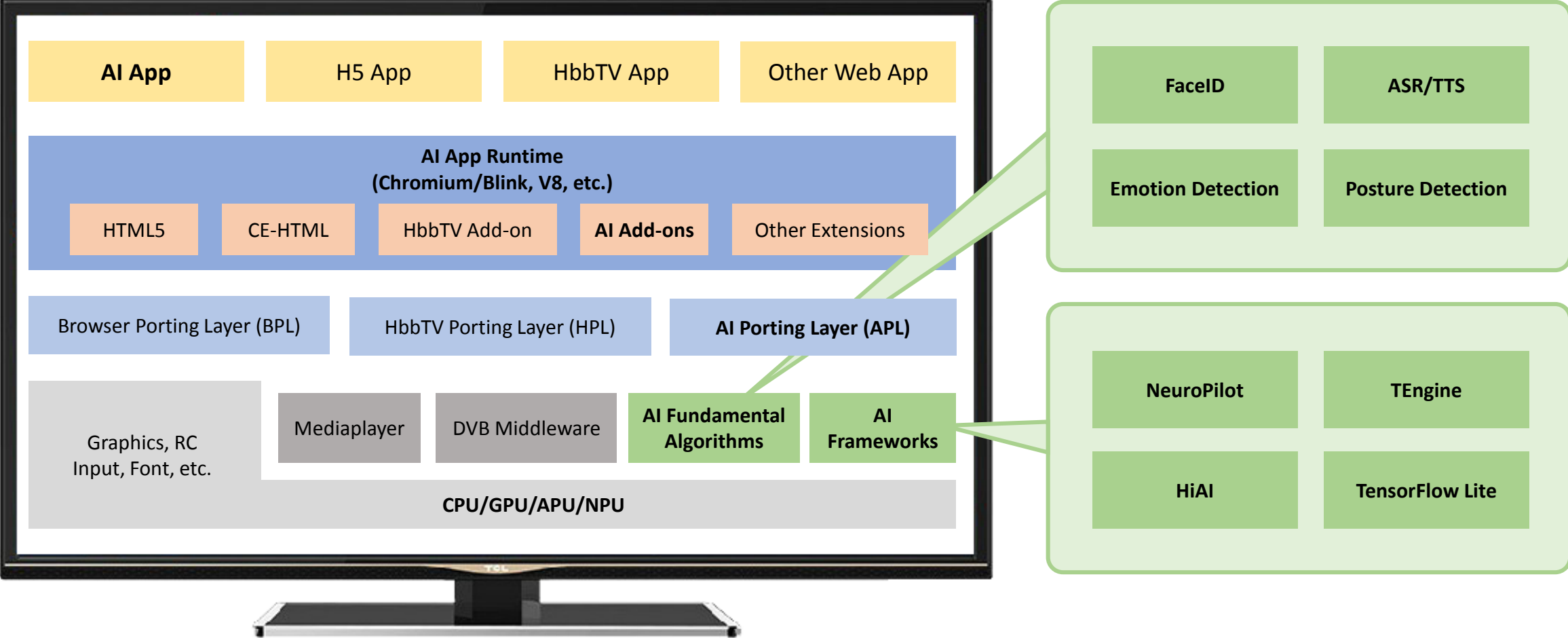
Algorithm + Use case driven

Cross-platform + Rich contents



The suitable AI solution for TV big screen

Sraf Browser AI Architecture





商汤
sensetime



SERAPHIC®



PoC video of HbbTV App with AI camera

The background is a solid blue color with a faint, abstract geometric pattern of white lines and dots. The pattern consists of various interconnected lines forming polygons and star-like shapes, with small dots at the vertices and intersections. The overall effect is a modern, technical, or network-like aesthetic.

03

Discussions

A group of diverse people are sitting in a circle on white chairs, engaged in a discussion. The background is a brick wall. The image is dimmed to allow text overlay.

Discussions

1. Privacy is always the first thing to consider.
2. What can we expect for the market penetration with the revolutionary user input interface?
3. Conducted by W3C or HbbTV Association to add AI based user input interface?
4. How to collaborate industry pioneers who are interested to bring new AI-based user input interface?



THANKS
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of connected fun!**



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