

# India's First Hybrid DTH set-top box powered by Android TV

Enhancing Smart TV viewing experience with intuitive UX, integrated with voice assistant

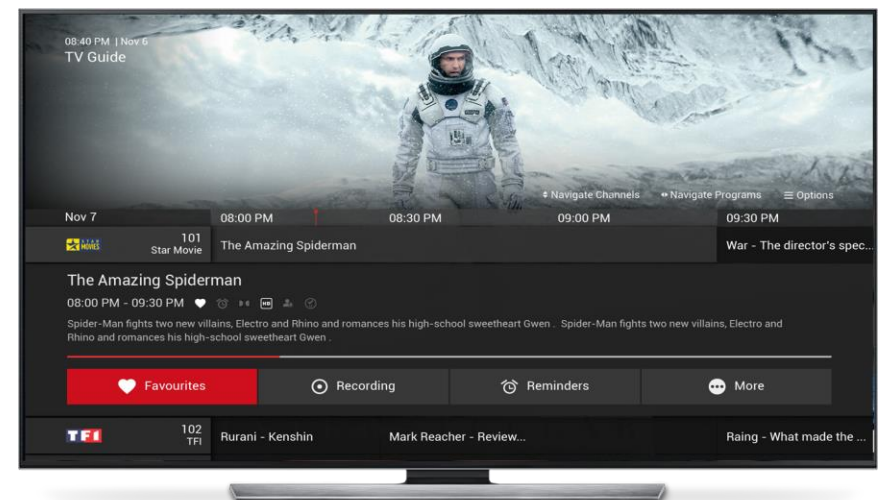
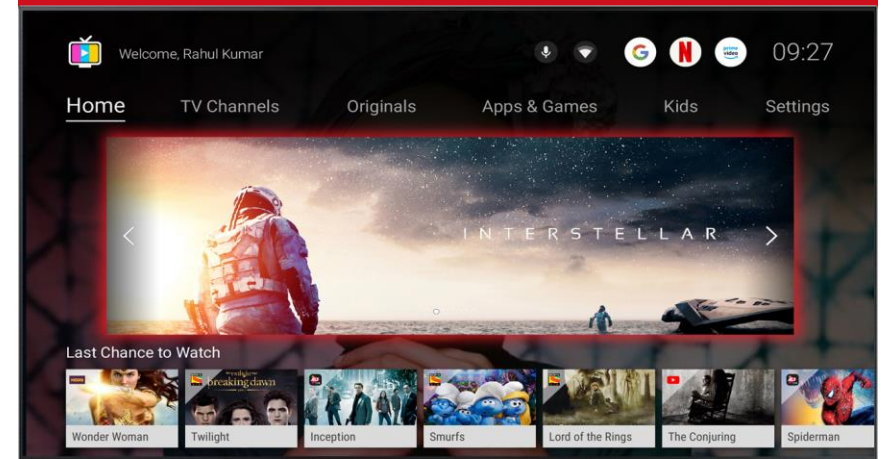
## BACKGROUND AND CHALLENGE

- Content and TV viewing experience is constantly evolving. While in western countries like Europe and USA, many people have already started shifting from cable viewing to streaming platforms.
- In Asia, people still resort to the traditional ways of watching television like cable, DTH, and video. Streaming platforms are recently gaining popularity.

## SCOPE OF WORK

Strategic design and indigenous technology solutions to transform the TV viewing experience for Indian consumers to integrate two forms of media consumption (traditional TV viewing and streaming) seamlessly.

## Leading global telecommunications company



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## SOLUTION

- Tata Elxsi developed an innovative hybrid set-top box (STB) prototype with the following features:
- Android STB Custom Launcher to provide a premium Android TV operator tier user experience
- Electronic Program Guide to ensure a unique CX with a focus on quick information consumption and actions
- Live TV Player with Time Shift so that users can catch up on their favorite TV content even if they login late
- Kids Viewing Experience to deliver a delightful experience for kids while ensuring security for parents
- Voice Assistant to provide voice-enabled content search and discovery, powered by Google Assistant

## IMPACT

- The client leveraged the prototype design to launch India's first Hybrid DTH Set Top box powered by Android TV that -
- Integrated two varying mediums of content consumption in the country
- Improvements in average rate per user (ARPU) through integrated design + technology solutions
- Accelerated growth by helping stay relevant and increase consumption
- Cost-saving through the delivery of end-to-end turnkey solutions – design, development, integration, and testing

