



## AIRTV PLAYER: STREAMLINING HOW WE WATCH TV

AIRTV L.L.C. PARTNERED  
WITH TECHNICOLOR  
TO SIMPLIFY THE USER  
EXPERIENCE – AND  
BRING OTT TO MARKET  
FASTER.



With all the new ways to watch and consume entertainment and the exciting expansion of content choices, simplifying the consumer experience has a new sense of urgency across the industry.

This is, in fact, one – if not the – biggest concern consumers have with new streaming platforms: the gap in content created by the lack of integration of over-the-air (OTA) technology and local channels.

Addressing that gap is the premise behind **AirTV Player**, the first product from AirTV L.L.C., delivered by **Technicolor**. **AirTV Player**, now available in Best Buy stores across the US, offers viewers a seamless experience across over-the-top (OTT) streaming platforms and OTA TV channels – thus making it easier and more convenient for users to stream movies and other content, binge watch the latest must-see original series, and catch all of their regular programming through one simple device.

Based on the Android TV platform, AirTV Player has garnered widespread industry attention, [winning eight awards](#) and making a national appearance on ABC's Live With Kelly. Consumers can now purchase AirTV through Best Buy either in store or online at [bestbuy.com](http://bestbuy.com).

## ABOUT AIRTV



AirTV was launched as a brand dedicated to making it simpler and easier for consumers to access and enjoy all of the content they want.

The debut product is the **AirTV Player**, an innovative streaming device that takes what has become a fragmented viewing experience, and integrates OTA technology with OTT for a more unified entertainment experience. This is done by bringing together all the various components – such as Sling TV (a leader in OTT delivery), OTA channels, Netflix, and Google Play Store – into one device, with a single user interface.

The goal: create a viewing experience that integrates free local channels into the streaming experience consumers want and expect.

## THE PARTNER: TECHNICALOR

*“Technicolor manufactures yearly more than 30 million devices that deliver video services – including over four years’ experience integrating Android technology into connected home devices.”*

~ Luis Martinez-Amago, President, Connected Home North America, Technicolor

AirTV chose Technicolor as its partner in developing the **AirTV Player** because “Technicolor was able to come forward with not only a good product at a good price, but to deliver it in a pretty good timeframe, an amazing timeframe in fact,” according to Mitch Weinraub, Director of Product Development at AirTV.

Working with Technicolor to deliver its first integrated streaming device, AirTV took the **AirTV Player** from initial specification and concept to market availability in about nine months. Technicolor’s experience delivering connected home devices, especially integrating Android technology, enabled them to offer consumers the unified experience of **AirTV Player** – and in a timely manner that will enable operators to pursue the OTT opportunity more aggressively.

## THE TECHNOLOGY: ANDROID TV

Underpinning the **AirTV Player** and its ability to bring together OTT video and OTA TV broadcasts is Android TV technology. It was chosen because Android TV is an open platform, which means it could offer infrastructure support for everything from firmware and application updates to remote management software, conditional access security, and Bluetooth voice remote control integration.

Leveraging this open platform enables a service to be deployed much faster. Where deployment of a new video service may take up to a year or more in a traditional environment, an Android TV service can be deployed in weeks or months, and at much lower development and deployment costs.

This is one of the benefits when it comes to managing and maintaining the **AirTV Player**. Additionally there is the base Android operating system, with its huge scale and enormous number of developers. There is also a maturity to Android that makes it easy to add new features quickly and to tap into its large developer community. One example: the faster and easier Netflix integration and certification for the **AirTV Player** developed for Sling TV.

Another great benefit of Android TV is access to the Google Play Store. This gives consumers access not only to the content provided, but to whatever else they might want, especially as technology evolves, all without having to perform custom designs or builds. With such a small footprint in the home and a very light operating system, consumers get access to a much wider range of content than might be expected.

## FOR THE CONSUMER

*“Consumers are finding new ways to watch entertainment. One of the biggest concerns they have with streaming platforms is the lack of access to their local channels.”*

~ Mitch Weinraub, Director of Product Development, AirTV

The consumer benefits of integrating OTT and OTA video platforms are many. **AirTV Player** wraps those benefits into a user-friendly system and interface that allows consumers to seamlessly integrate their local broadcast channels with live and on demand streaming platforms – and watch all without switching inputs.

**AirTV Player** was specifically launched to simplify and unify the viewing experience across live and on demand platforms via a 4K Android TV-based streaming device. Making the experience even better, consumers can use the Sling TV OTT video platform interface, and access the Google Play Store, with more than 2,000 games, applications, and entertainment choices.

The **AirTV Player** is also an affordable and attractive device for consumers to have in their home. It gives consumers more choice while at the same time being simple to use, with voice search that allows quick and easy search for the content they want to watch. Users will find it easy to set up OTA signals, select which OTT streaming platforms they are interested in, and figure out the programming that's right for them, whether Sling TV or any of the other platforms currently available.

## FOR THE OPERATOR / SERVICE PROVIDER

*“For operators, AirTV Player enables them to realize opportunities inherent with Android TV [and] offers a true TV service where content is immediately available for consumption.”*

~ Brian Jentz, Senior Director, Technicolor Connected Home

With OTT platforms such as Netflix and YouTube here to stay, many operators see where the market is heading and are embracing Android TV as a way to get ahead of it – seizing the opportunity to offer a seamless experience for both live streaming and video on demand (VoD).

As Android TV evolves into a mainstream network operator strategy, it brings the benefits of an open ecosystem, and large-scale infrastructure supported by Google. This enables operators to roll out new OTT video services quicker and at lower cost than with current, proprietary technologies.

Devices based on Google's Android TV platform – such as the **AirTV Player** – are rapidly gaining traction in the market because they enable network operators to accelerate the launch and monetize consumer video services that much faster. They can roll out new capabilities, such as HDR, to generate new revenue streams and ultimately lower the cost of operating a video service – surmounting the challenge of time it typically takes for new technology to be deployed over satellite or cable networks.

Choosing the open Android TV platform for the **AirTV Player** not only gives consumers access to the full contents of the Google Play Store, but enables new services to be added without undertaking custom

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development. Meanwhile, operators see the opportunity to generate new revenue by selling games and other apps through the Google Play store. They get much better visibility of the end user, making targeted advertising more accessible in the Android TV environment.

## THE FEATURES

**AirTV Player** answers viewer demand for an easier and consumer-friendly way to watch new OTT streaming platforms right alongside their regular OTA programming. Coupled with the AirTV Adapter and an OTA antenna, viewers get a seamless experience across popular live streaming platforms and VoD shows, fully integrated with access to free local OTA TV channels.

**AirTV Player** features:

- Built-in advanced Wi-Fi capability
- Android TV and Netflix certification
- Tuner software integration to receive broadcast TV services
- Remote management
- Content security
- Bluetooth voice remote control integration.

AirTV is also providing an antenna install service called AirTV Pro Install, whereby a technician will identify and set-up the best available indoor or outdoor antenna solution for the customer's home and wire it into their system (available whether or not they have an **AirTV Player**).

## CONCLUSION: STREAMING BREATHES NEW LIFE INTO OTA

Consumers will continue to have increasingly high expectations for the television they get in their homes. The **AirTV Player** is a big step forward in terms of giving customers what they want: a viable way to access and engage with all of their content, by bringing together new OTT streaming services with all of their regular OTA programming.

With strong expertise in Android TV and other vibrant new technologies, such as HDR, Technicolor is in a unique position to partner with both OTA and streaming players wanting to make the most of the OTT opportunity – and accelerate time to market as they become essential to the growing customer demand. The **AirTV Player** is available now at [AirTV.net](https://www.airtv.net).