

Winning the Consumer: Profiting from Superior User Interfaces 4Q 2014

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Abstracts

This report details the user experience provided by connected device manufacturers for streaming content and assesses the value of a consumer-preferred user interface to CE makers in terms of usage, opportunity to increase market share, and alternate revenue opportunities. Connected devices covered include smart TVs, streaming media devices, gaming consoles, and smart Blu-ray players.

The report also examines pay-TV operator interfaces, personalized user interfaces, unified interfaces, and content discovery. It looks at interface tools, such as remotes, touchscreen, keyboards, voice control, and gesture control, and assesses innovations and future directions.

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