



# Opera TV Store

## Applications made for TV

### What is the Opera TV Store?

The Opera TV Store is a storefront showing a collection of web applications, optimized for television screens and displayed in a layout optimized for widescreen television with standard remote control. Users can browse, search and use recommendations to find and install applications. The Opera TV Store is based on the Opera Devices™ SDK.

### My Apps

My Apps is a “home screen” displaying installed TV applications in a user-friendly grid layout, which allows users to navigate smoothly and launch selected applications quickly. User interaction is optimized for four-way navigation with a standard remote control with four-way arrow keys.

### TV applications

TV applications are web-based applications optimized to work on television by adjusting to different screen sizes and resolutions, as well as ensuring that the correct font size is always used for optimal reading comfort.

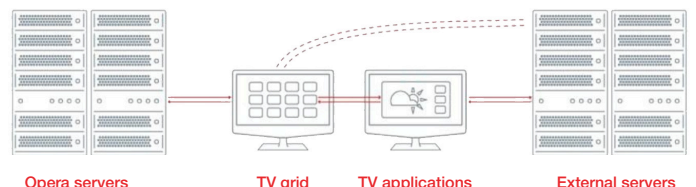
TV applications are typically video rich and designed to give the user a comfortable “lean-back” experience without complex interactions requiring typing or searching. They can be displayed within the TV grid as static thumbnails or dynamic applications and can be viewed in fullscreen or minimized modes. All TV applications are run from the cloud and are put into different categories, such as video and music entertainment, social networking, games, news and information.



Opera TV Store

### Opera TV Store architecture

The diagram below outlines how data is fetched to display the web applications in the Opera TV Store in minimized and fullscreen modes. Data used to display applications in fullscreen mode is fetched from external servers. Applications in minimized mode are started from Opera servers.



Opera TV Store architecture

## OEMs

The Opera TV Store will run on any device that has integrated the Opera Devices SDK. By enabling the Opera TV Store, a manufacturer can offer a rich selection of TV-optimized content to users and leverage the Internet to enhance their devices.

## Content providers

The Opera TV Store allows content developers to provide a rich user experience by enabling them to create beautiful and fine-tuned applications that will work across different manufacturers' products and devices. Since applications are 100% HTML5, developers can build on knowledge and code from other platforms, focusing on fine-tuning for a "lean-back" TV experience.

## Web developers

Using HTML5, developers can create cross-platform applications that work on any device running the Opera TV Store. Access to the developer portal and support tools, such as the Opera TV Emulator and Opera Dragonfly debugging toolkit, enable developers to get reliable, fine-tuned applications to the TV market more rapidly.

## Users

Navigation is intuitive by using a normal TV remote control to move through the My Apps, select the desired application and launch it. Searching for content is also made easy with the grouping of TV applications into familiar categories for users.

## Developer portal

Developers of TV applications receive access to the TV developer portal where they will find all TV application development resources, including guidelines on how to develop and optimize content for TVs and access to the Opera TV Emulator and Opera Dragonfly debugging toolkit.

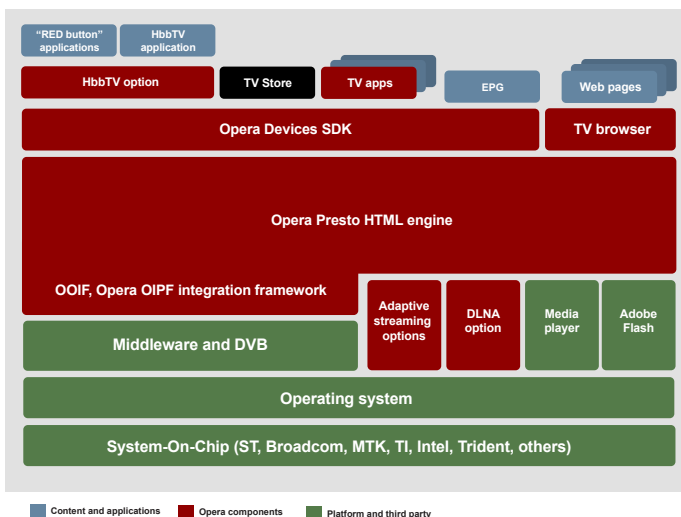
The Opera TV Emulator emulates the environment, including limitation of RAM, of the OEM's television, making it possible for developers to develop and test content for TVs without access to a physical television.

With the debugging functionality in the Opera Dragonfly toolkit, web developers and content creators can connect the Opera Dragonfly client in the Opera™ desktop browser to the Opera browser in the emulator and debug content live in the browser. This includes JavaScript debugging, RAM analysis, HTTP logs and other debug options.

## Benefits

- User-friendly UI optimized for different TV screen sizes and resolutions.
- Easy navigation, selection and launch of applications, with categorization of applications.
- Using the Opera TV Emulator and Opera Dragonfly, developers can develop, test and debug TV applications, OEMs can verify their own integrations, and content providers can bring superior content services to market more quickly.

## Opera TV products



The "My Apps" area shows installed applications

## Business/Product inquiries

Phone: +47 2369 2400 (GMT +1)  
Email: [contact-us@opera.com](mailto:contact-us@opera.com)

## Press inquiries

Phone: +47 2369 2550 (GMT +1)  
Email: [press11@opera.com](mailto:press11@opera.com)

Learn more at  
<http://www.opera.com/tv/>  
<http://dev.opera.com/tv/>