



# 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, which are displayed in a layout optimized for wide screen 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.

### TV grid

The TV grid is a 'home screen' displaying installed TV applications in a user-friendly grid layout, which allows users to smoothly navigate and quickly launch selected applications. 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 the correct font size is always used for optimal reading comfort.

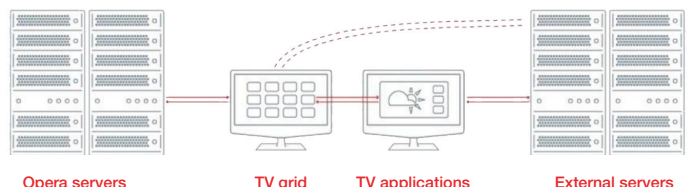
TV applications are typically video rich and designed to give the user a comfortable "lean-back" experience without complex interactions requiring typing or searching. They can be displayed within the TV grid as static thumbnails or dynamic applications and can be viewed in fullscreen or minimized modes. 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. Whereas, 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. OEMs can verify their own integration using the Opera TV Emulator as reference, in addition it can be used to test and debug content from sub-contractors.

## Content providers

The Opera TV Store allows content developers to provide a richer user experience to their users by enabling them to create beautiful applications that will work with different TV remote controls, through the support of function keys on the remote control, without having to worry about different device specifications.

## 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 Opera's TV Emulator and Dragonfly debugger, enable developers to get reliable, fine-tuned applications to the TV market faster.

## Users

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

## 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 tool.

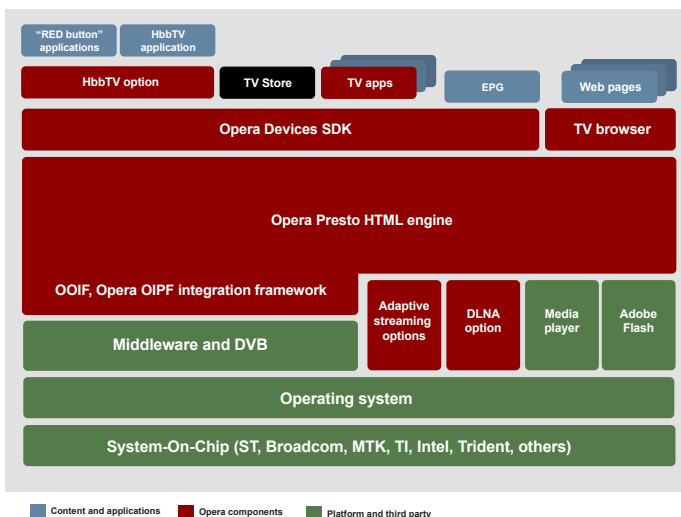
The Opera TV Emulator emulates the environment, including limitation of RAM, of the OEM's television, making it possible for developers to develop and test content for TVs without access to a physical television.

With the debugging functionality in the Opera Dragonfly tool, 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 integration, and content providers can bring superior content services faster to the market.

## Opera TV products



CineTrailer TV app in Opera TV Store

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