

Publication Name	Electronics Maker
Edition	August 2013
Page No	62
Page	1/2

INTERVIEW

“Cable digitization wave to fuel adoption of Smart TVs”



Tata Elxsi India's leading product design company that combines technology, creativity and engineering in helping customers transform ideas into world-class products and solutions.

The current TV digitization wave is another significant step towards convergence of video, web, interactive gaming, etc. leading towards infotainment. Smart TVs already allow viewers to connect to the web and benefit from several integrated apps. Tata Elxsi as a design company helps integrate linear and IP more effectively, rationalize the apps development environment and help single brand entertainment portals compete across different screens in the face of the emerging 'TV Everywhere' concept.

The company has helped launch 20+ apps for a range of connected TVs for Indian and global markets. The company has designed hardware for several devices including hybrid set top boxes (STBs) that allows vendors, system integrators and multi-channel video programming distributors to deliver multi-screen entertainment to consumers. Electronics Maker interviewed Mr. Shyam Ananthnarayan, the head of marketing for the product engineering division, the largest division of Tata Elxsi.

Comment on technology evolution transforming TV industry today?

- The Next Gen cloud based and media gateway solutions have encompassed the US market whereas IPTV adoption increase has been seen in European market.
- Though the TV and STB continues to be the central consumption devices worldwide, TV reception on other devices like the mobile phones, tablets and In-Car TVs is catching up globally.

- Analog shutdown has made migration to digital TV imperative.
- Features like HD PVR and Catch-up TV are increasing the demand for high-end STBs.

What is Smart TV? Are consumers really asking for it?

Smart TV or Connected TV are capable of having internet connectivity through which various additional services like media streaming, over-the-

Publication Name	Electronics Maker
Edition	August 2013
Page No	63
Page	2/2

INTERVIEW

top content, web browser, games and even IPTV can be enjoyed by the customers.

Consumers in India are keen to have Smart TVs but internet connectivity in India is still a concern. However, market for Smart TVs is definitely on a growth path.

How it is opening the opportunities for design companies like Tata Elxsi?

For companies like us technology has opened up gateway for requirements like rich UI, application development over multiple platforms, white label app store and more which are the driving forces in this domain.

How it will enhance consumer viewing experience?

The applications developed for Smart TVs are developed with rich UI and high quality content that is aimed to provide enhanced user experience.

Big Data, a concept that's become increasingly important in the past few years, what Big Data promises for television?

Big Data is helping various companies to reach the right audiences with the right content and at the right time. As an example: The Big Data is able to provide viewer profile based using which relevant advertisements can be displayed on the screen.

What are your predictions about smart TV market in India in few years?

As the Indian consumers have evolved from LCD TVs to LED TVs they are now keen and ready to adopt better and better technology. Smart TVs are increasingly becoming popular in India and in a span of another 4 years we will see a boom in this market. Indian Smart TV market is expected to reach USD 10 billion by 2017.

What are your products and announcements for smart TV platform?

We have developed Android based White Label App store and Multi-screen applications for Smart TVs.

What are your plans for India?

We engage with various OEMs/ODMs by offering our technology, enabling them to launch their products for the Indian market.

What are the challenges coming up with the technology?

Content protection is becoming important for which DRM support is required. With variety of platforms it is becoming challenging to have a common DRM for a particular application.

How do you look on the future advances?

With Smart TV platforms converging to common frameworks like HTML-5 and Android it will become much easier for application developers to develop applications which will increase the number of apps on Smart TV platform. With TVs supporting features and tools like Touch, Voice interactivity, Electronic Pen etc. it will take Smart TVs demand to greater heights.

About Mr. Shyam

He has been with the company for the last 4 years. He has held various general management positions at Tata Elxsi including marketing, key account management and business unit management.

Currently his responsibilities include steering all marketing activity for the product engineering business. Prior to Tata Elxsi, he has held various senior management positions globally at HP, Ness including product management, marketing and operations management. He has over 10 year's senior management experience and 17 years overall experience.