



IBC2017: SERAPHIC AND FOXXUM WORKING TOGETHER TO UPGRADE TV UI EXPERIENCE

As modern digital TV services revolutionize the shape of the television industry, mainstream device manufacturers around the world jump at the opportunity and embrace the WebUI trend. The forerunners have received quite positive feedback from the market.

At IBC2017, SERAPHIC teams up with well-known Smart TV solutions' provider Foxxum to demonstrate a brand new white-label product. The "Foxxum TV" is a unified TV UI solution, based on SERAPHIC's powerful HTML5 browser engine, which allows the combination and interconnection of basic TV and Smart TV features. Every TV setting and content is accessible from a main menu. The menu consists of linear TV programs, TV guide, content recommendations, app store, configuration of input sources, and adjustment of general TV settings into one consistent UI, creating a more dynamic viewing experience. At IBC2017, SERAPHIC and Foxxum, in collaboration with major Smart TV and STB SoC vendors, will show a Web-based joint demo of this product.

Further commenting on the development, Ye Wang, CEO of SERAPHIC, introduced, "Together with Foxxum, we have successfully changed the rigid native UI into dynamic and the consistent Web-based UI experience. SERAPHIC's WebUI Engine, with advantages like very low DDR memory consumption, ultra-small flash usage, GPU acceleration, PC emulator, supports most of modern HTML5, CSS3 and JavaScript features. It provides a highly flexible, customizable, manageable, and operational Web-based UI solution, which enables Pay TV operators to easily deploy cross-platform, upgradeable and maintainable UI system with rich OTT contents and helps device manufactures to develop competitive terminal products in the market."

Ronny Lutzi, CEO at Foxxum, commented, "It is a natural evolution that basic TV features merge together with Smart TV features into a joint solution. "Foxxum TV" is the only truly white-label, completely customizable product that can be rebranded by any TV manufacturer that is striving to empower its brand to compete with other TV systems. The possibility to browse OTT apps like Youtube TV, Dailymotion, Magine TV, BBC iPlayer, etc., which are supported by Sraf HTML5 Browser, while watching the current TV program, ensures a much smoother user experience. We are confident that the ground-breaking UI solution will facilitate device manufacturers to optimize their brand value and increase their market share."

Feel free to request your personal demo under www.foxxum.tv



IBC attendees can experience the fascinating WebUI demo at SERAPHIC's booth (N12, Hall 14) at RAI Amsterdam, September 15-19, 2017.

ABOUT SERAPHIC

SERAPHIC Information Technology (Shanghai) Co., Ltd. is dedicated to providing internet-related software and web-based solutions to all those TV-/Video-related terminal devices including Smart TVs, set-top boxes, over-the-top devices, game consoles, etc. SERAPHIC's product offering includes TV Browser for HTML5, HbbTV, Freeview Play, YouTube TV, Sraf Lite, TV Portal and Open Browser as well as Web TV solution. The company is located in Shanghai, China and targets at digital TV and consumer electronics markets in Europe, Latin America, Australia and Asia Pacific. For more information about SERAPHIC, please visit www.seraphic-corp.com or send an email to info@seraphic-corp.com.

ABOUT FOXXUM

Foxxum is a global leader in the development, operation and commercial marketing for innovative Smart TV solutions. As an established pioneer in the sector, Foxxum works closely with leading companies at all stages of the global consumer electronics value chain to develop Smart TV solutions – from silicon vendors to device manufacturers and network operators. Worldwide partnerships with premium broadcasters, the most important video producers and distributors allow Foxxum to provide a best-in-class content portfolio containing the most important global content brands as well as country-specific content providers.

Foxxum's development and platform expertise offers viewers the best Smart TV user experience possible, with innovative Smart TV technology, a global entertaining content portfolio and an outstanding design. Foxxum provides its clients with highly tailored, personal collaboration, which includes the possibility of jointly tapping into profitable revenue streams in a technology sector with enormous growth potential.

Further information can be found at www.foxxum.com.



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