



TiVo Experience 4

The next generation of the iconic TiVo user interface

HYPER-PERSONALIZED

The face of hyper-personalized entertainment, TiVo Experience 4 immerses viewers in the content they want to watch at any given time. Highly relevant predictions, search results and recommendations powered by TiVo's Personalized Content Discovery Platform are based on user behaviors at different times of the day and days of the week. And, voice command and control features have the semantic intelligence to interpret everyday conversational language and reflect personal preferences in the results.

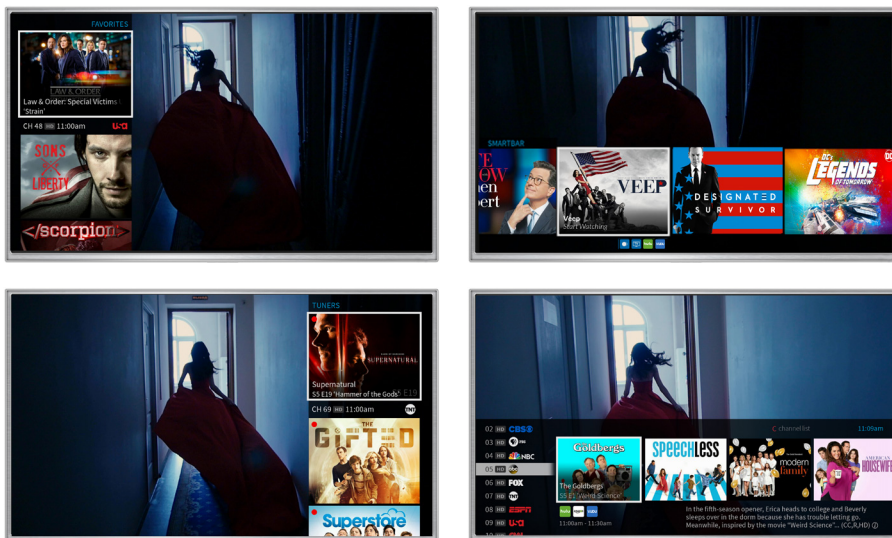
- **Spot-on predictions with SmartBar™** connect the viewer to what he or she is most likely to watch based on time and day
- **Personalized recommendations via What to Watch** — strips of personalized recommendations based on individual viewing behavior
- **Natural, conversational voice capabilities** allow viewers to get lightning-fast, personalized results by speaking normally



STUNNINGLY BEAUTIFUL, HIGHLY APPEALING

Combining sleek beauty with usability, our latest user experience is uniquely TiVo. With an intuitive design rich in high-quality imagery, TiVo Experience 4 keeps visitors entertained and engaged while they're searching for content, since live or recorded video is always on in the background.

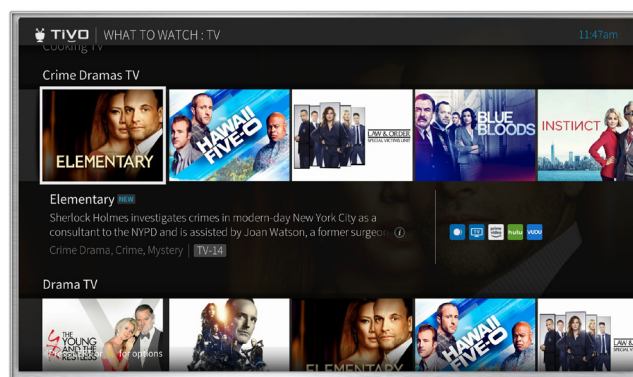
- **Modern, immersive user interface** is highly visual with atmospheric artwork, rich metadata, poster art and more
- **QuickView™** lets users quickly navigate content in fewer clicks by offering a sneak peek at favorite channels, other tuners, SmartBar or the guide



SIMPLE

TiVo Experience 4 offers the speed and convenience of a unified entertainment hub spanning content sources and devices. Whether video is live, recorded, on-demand or over-the-top, it's made available to the viewer wherever they're discovering content – in the guide, SmartBar, search results, What to Watch recommendations and beyond.

- **Universal search and browsing capabilities** truly integrate linear, recorded, VOD and OTT content
- **Seamless multi-screen experiences** provide a unified look and feel plus intuitive navigation, optimized for each device
- **My Shows** contains categorized lists of a user's recordings, streaming videos and downloaded/transferred shows to quickly locate entertainment
- **Deep-linking into OTT content** takes users directly to a desired episode in a streaming app and starts to play it
- **Popular TiVo features: OnePass™** facilitates access to favorite episodes across content sources, and **QuickMode™** offers faster playback with pitch-corrected audio



For more information: business.tivo.com

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