Service Name	FY100 Smart-TV@living lab Demo – *Smart Internet TV Service*
Background & Motivation	President Ma heralded that 2012 is the first year of High Definition Television (HDTV) age. Before London Olympics held in July next year, All program in Terrestrial Television in Taiwan will be totally digitalized. As the popularity of broadband raises, the global internet TV industry chain, including terminal devices, chips and platforms, is becoming mature. With Apple TV, Google TV and Next TV released the cross-device TV service, the era of connection TV is really coming. Institute for Information Industry (III) have been developing the solution of *Smart Internet TV Service* from 2010. So far, via the solution, people not only **watch** TV but **apply** it. Using intelligent TV built in III *Smart Internet TV Service*, people can watch TV and promote the program on facebook simultaneously, even share good news directly on TV without typing messages on computers in advertisement slot. Thus living room becomes an entertainment and information center, people can do everything in front of **TV.**

Content	1. Provide 24-hour online service
	2. With *2TVnow.com* Smart Internet interactive service, interactive content can be provided as followed,
	  • Video-on-demand (VOD)
	  • Internet video made from PTV and TTV
	  • The relative information of *TTV – HotLine* live stream, Ex. Watch a *Food Program* including the further information as business directory, food recipes, etc. Users can select TV icon on screen via remoter to get stores addresses, telephone numbers, and more relative information.
	  • TV applications(apps)
	    ➤ TTV's News & weather
	    ➤ TTV's delicious food information.
	3. Service mode
	  • Each phase *Smart Internet TV Service* is provided for 20

	participant in 6 weeks ● If participant use the service more than 1 hour each day in previous stage, he/she can go the next phase.
Expected Performance	1. The improvement of service system can be based on Smart-TV user feedback in Living Labs environment. 2. Create native user experience on interactive connection TV in Taiwan