



Press Release: Innovative 4K Video App for SPI

The 4K Revolution Will Be Televised: coeno Designs First Ever 4K-only Video App for Smart TVs on behalf of the Global Media Company SPI International

Premiere: Ultra HD UI for TV app with wow effect

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For over 20 years, the media company SPI International has been active as a leading international content distributor for movies, theme channels and TV programs. The SPI Group currently operates more than 30 FILMBOX TV brand channels on five continents and has over 25 million subscribers.

Don't just watch it, be in it: the 4K TV Revolution is here.

4K or Ultra High Definition (UHD) is considered the new gold standard for TVs. Four times more pixels mean brilliant images, extreme depth, a much higher color gamut and higher color resolution. Movies and live events give the audience a "live" experience on TV.

The latest innovation in the TV industry promises a viewing experience with real wow effect.

The UX experts at coeno conceptualized and designed the first 4K-only video app for Smart TVs on behalf of the media company SPI International: **the FunBox 4K app**.

This video app is based on a unique, emotionally appealing and intuitively usable video-based user interface that lets the user dive into the high-resolution imagery right at the start of the app and while browsing through the video catalog.

The Funbox 4K app provides extremely fluid animations and transitions, and all views feature moving image excerpts of the videos to be selected. The goal: provide the user with high-resolution moving images during the selection of content to optimally support the user experience of 4K content.

Bettina Streit, Managing Director at coeno explains: "4K UIs raise new questions. For example, what effect does the four-fold higher number of pixels have on TV user

interfaces, and how can a user interface support the brilliance and dynamism of ultra-high-resolution images. "

Streit is proud of the state-of-the-art project: "We submitted an innovative 4K user interface that transfers the vision of the 4K experience into the concept and design of a TV app for video-on-demand content."

Rollout:

Launch on Amazon Fire TV Streaming Media Player with 4K Ultra HD and all 4K TVs from Samsung and LG.

Then: All Android-TV-enabled devices (Samsung, Sony, Philips, etc.).

About coeno - the experts for User Experience

At coeno, the user is at the center of everything we do. The international agency headquartered in Munich is focused on creating a joyful user experience. coeno specializes in the design and user interface design for digital devices and platforms, taking into account modern user experience and usability findings. The certified usability engineers, UX experts and designers at coeno have created digital interface projects for companies from all sectors, including Sky Germany, SPI International, Freenet (Media Broadcast), RTL, Tele Columbus and Publicitas.