

Smart TV, in a Stick

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Roku compresses its Smart TV platform into a device the size of a thumb drive with the Roku Streaming Stick-- a streaming device compatible with MHL-enabled TVs with no need for wires or STBs.



The Roku Stick acts like the regular Roku STB and is ideal for customers wanting to cut a cable or two. It plugs into HDTVs via MHL-compatible HDMI port, providing access to a variety of TV channels (around 100 in the UK version) via built-in wifi connectivity.

The stick accepts remote control input and power from the TV it is connected to, meaning no need for remote switching.

The Streaming Stick will be available from Q3 2012 from retailers and as a bundle with select TVs.

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