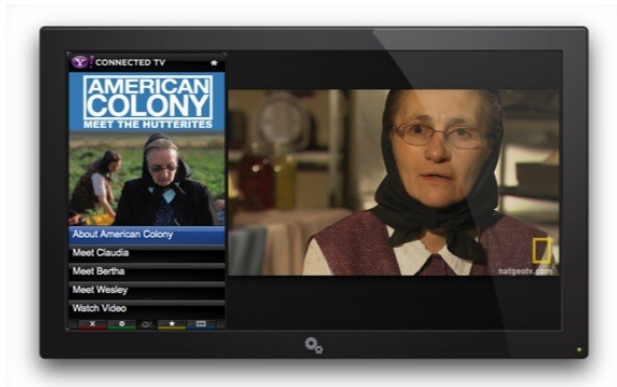


## Samsung Goes Yahoo! for Smart TV

Written by Marco Attard  
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Samsung smart TVs get a change in software through a multi-year partnership with Yahoo-- the Yahoo Broadcast Interactivity platform finds a home in the 2012 Samsung smart TV lineup.



SoundPrint automatic content recognition (ACR) technology powers the Yahoo TV platform, and will be integrated in the Samsung SyncPlus platform.

The Yahoo technology allows for interactive content during programming, with features such as trivia, program statistics and games. It also allows the use of smartphones or tablets as surrogate remotes for the viewing and sharing of additional interactive content.

So far the updated features will be available to Samsung TVs in the US as a firmware update, but neither company mention availability in EMEA regions as yet.

Go [Yahoo and Samsung Form Multi-Year Partnership to Deliver Interactive TV](#)