

## European Smart TVs Get Magine Cloud

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European LG, Panasonic and Philips smart TV owners get a cloud service from Sweden-based Magine, allowing them to check TV schedules, browse through channels, rewind shows and access archived content from up to 30 days back.

The service is already available on PCs and mobile devices, and should hit European smart TVs in app form by early 2014. Users will also be able to pair smartphones or tablets with a TV via QR code, providing either remote control or second screen functionality.

“We are very pleased to have several of the market’s most important TV manufacturers as cooperating partners,” Magine CEO Mattias Hjelmstedt says. “We’re certain that Magine will enhance what Smart-TVs already offer, enabling users to discover a totally new kind of viewing experience.”

In Sweden Magine requires an €11 monthly subscription and offers 38 channels, including Discovery, BBC, Eurosport National and Cartoon, with more to follow in the near future.

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