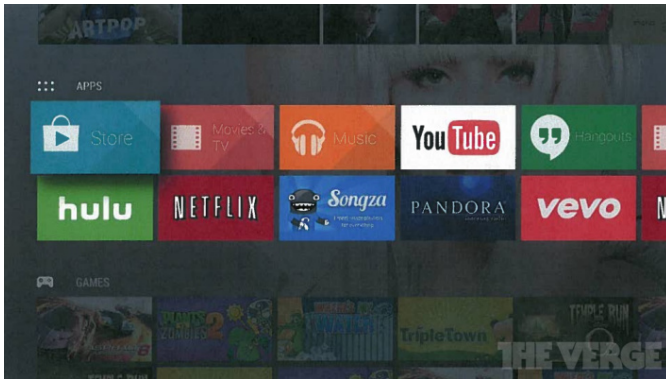


Google's Next Stab at TV: Android TV

Written by Marco Attard
08. 04. 2014

Google TV might be dead, but Google has not given up on taking over the world's living room-- The Verge reports the search giant is working on Android TV, an STB interface providing users access to content and apps.



It sounds all too similar to Google TV, but it apparently is not the case. "Android TV is an entertainment interface, not a computing platform," a leaked Google document reads. "It's all about finding and enjoying content with the least amount of friction."

In other words it is similar to other app-enabled STBs on the market, such as the Apple TV, Roku, [the recently announced Amazon Fire TV](#) and Google's own Chromecast dongle.

"Android TV is Android, optimized for the living room consumption experience on a TV screen," the document continues. Thus the platform is as stripped down as possible, and lacks features such as telephony, cameras, touchscreen support or NFC.

The Verge has no details regarding hardware. Instead it shows screenshots of a simple UI consisting of scrolling "cards" with movies, shows, apps and games. It supposedly requires "no more than 3 clicks or gestures" to go from homescreen to content, and uses Google-powered search to suggest content without need to jump between different apps.

Control will through remote, voice and "optional" game controllers.

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No word is available on when Android TV will be available (if at all), but Google is supposedly working with "select" app developers. Either way we will only learn more once the company decides to confirm or deny the report.

Go [This is Android TV \(The Verge\)](#)