1. Statements of Interest

TV is not PC, of course! Also TV is not giant display as used for PC monitor. Then what is the difference for users between TV and PC? TV is culture which naturally exists in our living at home, on the street, etc.

Web on PC exists for most of users to use. Meanwhile nobody says "I use TV" but say "I watch TV". We think it's still too early to force ideas of "use TV" use-cases on users.

However there are still difficulties of user interfaces to watch TV. We suggest use-cases which is on extension of watching TV activities by adopting new user experiences.

2 Suggestion

[Use Cases]

Receive various multimedia contents on TV by push-style services. Launch applications which take care of specific contents automatically by (ideally)one user action

[View Point]

Provide interactions as extension of watching TV. Users should not pay attentions which applications they need to use.