

# What makes a Smart TV smart?

The term Smart TV has become fairly commonplace nowadays, but the reality is that many consumers are still unsure what actually constitutes a Smart TV and how it differs from a standard television set.

Ansgar Pabst, Business Lead TV/AV, Samsung Electronics South Africa says one of the easiest ways to understand what makes a Smart TV, is to compare it to a Smartphone. "Everyone is familiar with smartphones - it has become the norm for people to use their mobile phone to browse the internet and social media platforms. In fact it has been found that data consumption now supersedes voice usage on the mobile phone."

"Smart TV's are based on a very similar concept. It is no longer just about watching what is broadcast on TV, but instead, it has become about being connected via your TV set and being able to surf the internet and use access to social media platforms. We are in a data economy and customers now have the potential to leverage this benefit from a Smart TV. Viewers have the option of enjoying a holistic entertainment experience and now have a choice in terms of how they consume information and entertainment via their TV."

Smart TV users can email, surf the internet, download apps, watch movies, play games, interact on social media platforms, get the latest news and browse through magazines. It serves as an information hub and educational resource, with apps like TED, YouTube and many more - all from the comfort of your couch with a much larger screen. Devices are often also interoperable, meaning that it is possible to link tablets, Smartphones and even notebooks to a Smart TV, creating an ecosystem in the home environment that puts the power and choice in the hands of the user.

The Samsung Smart TV offers applications such as National Geographic Kids, Financial Times, SNTV (Sports News Television), ensuring that there is something to keep everyone in the family informed and educated.

Increasingly, customers are demanding greater integration and interaction from their consumer electronics. Smart technology now means that the TV has become the cornerstone of convergence, with interactive features such as Voice Control and Motion Control, which enables viewers to use their voice to perform a variety of commands or control the device through simple hand gestures," adds Pabst.

"The technology powering consumer devices continues to evolve at a rapid pace and these innovations are centred on improving and maximising the consumer experience. As people become increasingly busy, they need devices that work with them, meeting their needs, and Samsung is proud to be at the forefront of such innovations," concludes Pabst.

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