

# Google Android™ TV:

## Coming to a Living Room Near You!

By Jan Howells, ARM

Up until now Android™ has been centered round mobile, but a small Swedish company dubbed People of Lava is about to change all that. It will bring Android into your living room this fall via the ‘Scandinavia Window to the World TV’, which houses all the functionality consumers are used to from a television, with some goodies added to the mix.

When not in TV mode, the ‘Scandinavia Window to the World’ TV can be used to access out-of-the-box TV applications such as YouTube and Google Maps, or simply surf the net and email friends.



It was only a matter of time before someone would see the potential of Android™ jumping from the smartphone to the home, but most people would not have expected a small Swedish company with the somewhat eccentric name of People of Lava to come up with it – but they have, and as you would expect from such an esoterically named brand - it is very cool.

The People of Lava are laying claim to producing “the first Android TV on the planet,” with the unusual name of ‘Scandinavia Window to the World’. The company has designed the device to offer all the functionality expected from an Android smartphone, coupled with the definition of a high-end, full-HD LED TV set.

Analysts already see connected TV as the next logical step. “We will basically all have connected TV, whether we know it or not,” Kurt Scherf, VP and principal analyst at digital living market research company Parkes Associates told IQ Magazine.

“There is no question that enhancing entertainment within the TV is a clear fit – how it is done will be the definer.”

The ‘Scandinavia Window to the World’ TV incorporates a DVB-T tuner and three HDMI inputs. But it’s the multimedia and Internet capabilities that make it stand out from the crowd. It has a built-in Web browser based on WebKit, email client and out-of-the-box TV apps, including YouTube, media player, calculator and Twitter, together with access to a plethora of apps, currently available on mobile phones. People for Lava confirmed they are launching their own apps store supplying free and paid-for apps specifically developed for the Scandinavia TV. Although People of Lava have been the first to crack Android TV, they still rely on the traditional keyboard. In this case a wireless keyboard and mouse that you can operate from the comfort of your sofa. So don’t ditch the qwerty skills just yet.

The TV, powered by a 833 Mhz ARM® Cortex™-A8 processor and running the Google Android 1.5 open source operating system, will be released with a 42-inch screen. The

ARM Cortex-A8 specifically met the developer’s requirements. ARM designed the processor to meet the needs of markets where high performance coupled with power efficiency are paramount. The processor is also tuned for integrated web connectivity.

The People of Lava evaluated a number of platforms before making the decision to pin its colors to the ARM Cortex-A8, Martin Ljunggren, marketing director at the company told IQ Magazine. “We chose ARM because of its quick boot times, cost effective hardware and because Android had already been proven to work well on the ARM architecture,” he said.

“The ARM architecture gave us the most effect for the best possible cost today. If it keeps its edge, it will continue to be our architecture of choice,” added Ljunggren.

The People of Lava have worked closely with German designers Designit on the form of the ‘Scandinavia Window to the World’ TV. It is made of a highly durable material, normally used to construct kitchens and yachts. “It is a special blend of surface that gives a very luxurious, almost ceramic feel. It repels dust, dispels heat very efficiently and offers great design possibilities,” explained Ljunggren.

People of Lava believe it is the apps that will draw consumers to the Android TV. “People won’t telephone using this device, neither will



they use location-based services. It’s more the “computer” aspects that will appeal. Being able to integrate popular programs and services, right into the TV, such as Facebook, YouTube and email will be the most appealing features of the TV. Many, especially the young, are already sitting with their laptop in their lap while watching TV, because they want to add that interactive layer of communication to their experience. Scandinavia has it - “all in one”!

People of Lava is confident that consumers will rapidly tap into the opportunities Android TV offers. “Adoption, I would say, will be very quick. The demand for our Android TV has been overwhelming,” commented Ljunggren.

The Scandinavia will be the first TV to be manufactured in Sweden for several decades on People of Lava’s own production line. It will have a price tag of between 2,000 Euros (\$2,693) and 3,500 Euros (\$3,336). The company confirmed that 47-inch and 55-inch models are also in the pipeline.

The Scandinavia is going through a beta-test phase this summer, and is scheduled to ship this fall. Flopping in front of the TV after a hard day will never be the same again!

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