

Title (en)
SYSTEMS AND METHODS FOR A TELEVISION AND SET-TOP BOX APPLICATION DEVELOPMENT AND DEPLOYMENT PLATFORM

Title (de)
SYSTEME UND VERFAHREN ZUR ENTWICKLUNG EINER TV- UND DIGITALEMPFÄNGERANWENDUNG UND EINSATZPLATTFORM

Title (fr)
ISYSTÈMES ET PROCÉDÉS POUR PLATE-FORME DE DÉVELOPPEMENT ET DE DÉPLOIEMENT D'APPLICATIONS DE TÉLÉVISION ET DE BOÎTIER DÉCODEUR

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Abstract (en)
[origin: WO2013121285A2] Systems and method are disclosed for providing a viewer environment on a television device. An authentication component permits a viewer to access a profile on a television device having a network connection, wherein the profile includes personalization data for customizing a viewer environment. The personalization data is derived, at least in part, from the viewer's interaction with the viewer environment. Access to the profile is granted in response to determining that the login credentials received from the viewer are valid. One or more customization aspects to be incorporated into the viewer environment are determined based on the personalization data in the profile. Data is provided for rendering the viewer environment on the television device of the viewer in a manner that includes the customization aspects associated with the personalization data.

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