

Personal TV worlds, voice control, high-speed WLAN, secure surfing: spearheading innovation for modern homes

Swisscom TV launches a new user interface for personal entertainment. The new versatile WLAN-Box closes gaps in reception and cuts back on wire, while Swisscom's Internet Guard improves the protection of customer devices from the dangers on the Internet.

These new Swisscom products satisfy many needs. "Customers want to surf fast and securely at home and away. They also want access to more and more providers, and more and more content while still enjoying easy searching and viewing on their TVs. And that's exactly what we let them do," says Dirk Wierzbitzki, Head of Products & Marketing and member of the Group Executive Board.

The hero here is the third generation Swisscom TV: Switzerland's most popular television is poised to run on a fully revamped operating system called Entertainment OS3. It provides access to more content from more providers – while at the same time easing and personalising the search for programmes and videos. The *Personal Universe* is a user interface that customers can configure the way they want. The home screen is the centrepiece: at the top, it offers 20 theme worlds with current, upcoming and past programmes, videos and content on demand via Teleclub and relevant apps. Viewers select according to the type of format (programmes, series, films etc.) or the type of content (comedy, nature + travel, mystery etc.) and they can arrange their favourite worlds in any order they like. Underneath, viewers are offered the most relevant choices based on their personal channel list.

Seamlessly integrated into the new home screen is an increasing number of apps - now including Sky (as per the end of November) and Swisscom myCloud: it lets you load your photos and films directly onto the home screen. Dirk Wierzbitzki: "Every viewer is different. Addressing this diversity, we created Entertainment OS3, a user interface you can personalise on Swisscom TV. Customers can easily find their favourite programmes out of hundreds of channels, 50,000 Replay programmes, apps, thousands of videos and sport content on demand."

Find content easily: improved search – new voice control

The new Swisscom TV is even easier to operate: the simplified "*Easy Search*" function lets viewers navigate easily thanks to functions like predictive text and spelling correction, plus a clearer overview of search results. We've also added information about actors, directors and content which motivates viewers to discover further content. Launched last year, voice search is now a comprehensive voice control function that can cope with dialect and quirks of speech: thanks to "*Smart Remote*", Swisscom TV can now understand commands in Swiss German, standard German, French, Italian and English. And it also operates the TV at the same time. This extensive upgrade is free to all customers: the rollout begins today and will be completed in stages by 24 November 2017.

Surf faster, easier and more securely thanks to WLAN-Box and Internet Guard

Developed by Swisscom, the new "WLAN-Box" is a three-in-one device: WLAN repeater, WLAN Access Point and TV connection kit. It improves WLAN reception even in large apartments and enables wireless access to Swisscom TV. The WLAN-Box will be available in December for CHF 79.-. Swisscom is also consolidating its role as a pioneer in terms of security. Dirk Wierzbitzki: "We already protect our customers daily from cyber attacks. Internet Guard now offers additional protection for everyone." If customers try to access a dangerous or fraudulent website at home or away, the Internet Guard warns them in advance. It also protects other devices that are directly connected to the Internet. Internet Guard is free. Swisscom will soon be launching a large-scale pilot that will run for several weeks – the official rollout is planned for the start of 2018.

- [Swisscom TV Entertainment OS3](#)
- [WLAN-Box factsheet](#)

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