

# 01 What is Tarae means 'bunch' in Korean Interface?

Television/Computer convergence is technologically complete, which makes the TV industry hard for non-technical people to understand. And the viewers are still satisfied with 'good old fashioned' linear video for TV.

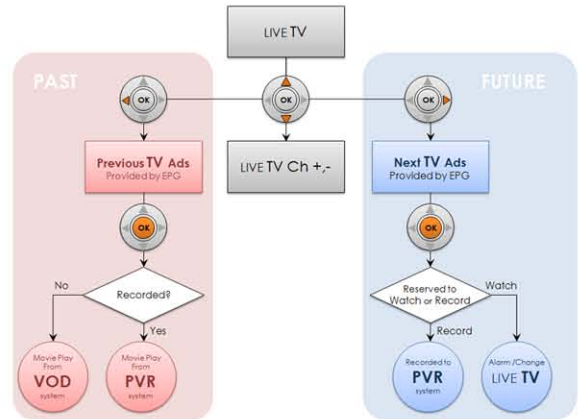
To design an efficient way of massive video content browsing system, we have done background and user research. By analyzing the results, we extract key design concepts as below and finally we are able to propose 'Tarae' interface prototype which presents effective user experience on digital TV browsing system.

### Concept 1: Integrated viewing and browsing

- Integration of non linear video services and TV
- Combining EPG service and TV seamlessly
- Time ordered sorting

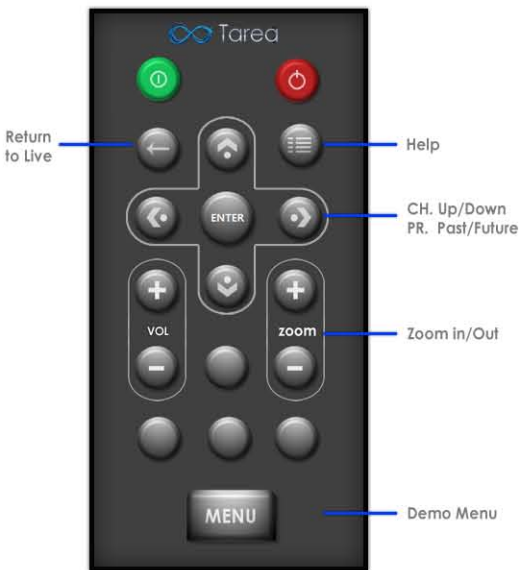
### Concept 2: Efficient and affordable browsing and navigation

- Card Deck metaphor for navigation
- TV base ZUI (zoomable user interface)



[Fig1] Tarae Interface Flow chart

# 02 Tarae Prototype Description

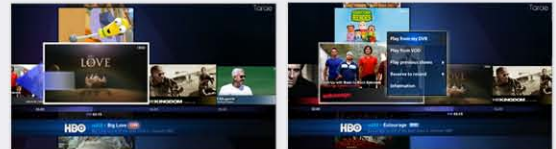


[Fig2] Remote control

## Go back to past



Want to know what shows you have been missed? Just press 'left' button. Then You can watch the previous show's VOD and DVR if you recorded it before.



[Fig3] Previous program

## Go to future

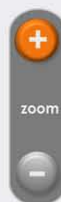


Want to know what is on next and do not want to miss it? Just press 'right' button. Then you can reserve to record or watch the future show without going through all the difficult procedures you have done before.



[Fig4] Next program

## Zoom in and out



Don't know what to watch or look for your favorite show? Just press '+' '-' button. You can choose the your best view from full view to thumbnail view. Because this interface is zoomable.



[Fig5] Zoomable User Interface

## For More Information



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