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Vizimo launches 'next generation' TV guidance for iPhone and iPod touch

Begins the process of tying together TV, web and mobile

'Next-generation guidance' developer Vizimo has its first mobile application live in Apple's App Store. [Tioti TV+](#) from [Vizimo](#) enables TV fans both to schedule in the programmes that they know they like - and to discover new programmes that they might like - using their iPhone or iPod touch.

Simon Steward, Vizimo's CEO, said: "The worlds of TV, mobile and web are becoming interdependent, and Vizimo aims to deliver to the industry ecosystem what they need to capitalise on that convergence, whether that be mobile video-on-demand or an iPhone application.

"It's incumbent on everyone in the ecosystem to deploy technology now, to help consumers and advance their own business. There are so many channels and so many sources that it's virtually impossible for a viewer to find and remember all the programmes that they might want to watch so they can plan their day or evening in front of the TV. They need help."

Tioti TV+ for the iPhone/iPod touch exemplifies the help that Vizimo has in mind. With an easy-to-use interface and detailed listings information on more channels than any similar application, Tioti TV+ helps iPhone users to do, better, something that they most people actually do at some point each day anyway. Key features:

- Remotely record programmes: users with the Sky+ service can use Tioti TV+ to remotely set their Sky box to record any programme with just two clicks, ready for viewing when they get home.
- 'My Channel': in addition to displaying listings, Tioti TV+ enables would-be viewers to mark the programmes they're interested, across multiple platforms

and channels, in order to generate a customised viewing schedule. It also enables content to be streamed directly from the BBC's iPlayer service directly to the handset, without searching or other distraction.

- Recommendations: the 'You may also like...' option brings up a selection of programmes that are similar by topic or genre as the one being looked at. Having discovered a new programme in this way, a user may mark it or set it to record using their Sky+ account, and off they go again.

"Tioti TV+ for the iPhone shows what can be done in a mobile environment; we've shown how the mobile can become the control point for the AV-enabled home and take a meaningful role in the user's broader media experience," Steward added.

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Screenshots: <http://www.flickr.com/photos/vizimo/sets/72157610530955359/>

About Vizimo

Vizimo is a leader in developing personalisation and discovery technology to help users navigate the overwhelming universe of content on TV, the web and mobile. We work with TV service providers and platform providers, mobile operators and publishers to create innovative solutions to the discovery problem. For more information, visit <http://www.vizimopressoffice.blogspot.com/>.

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