



We worked closely with EPIX to develop their Android TV application.



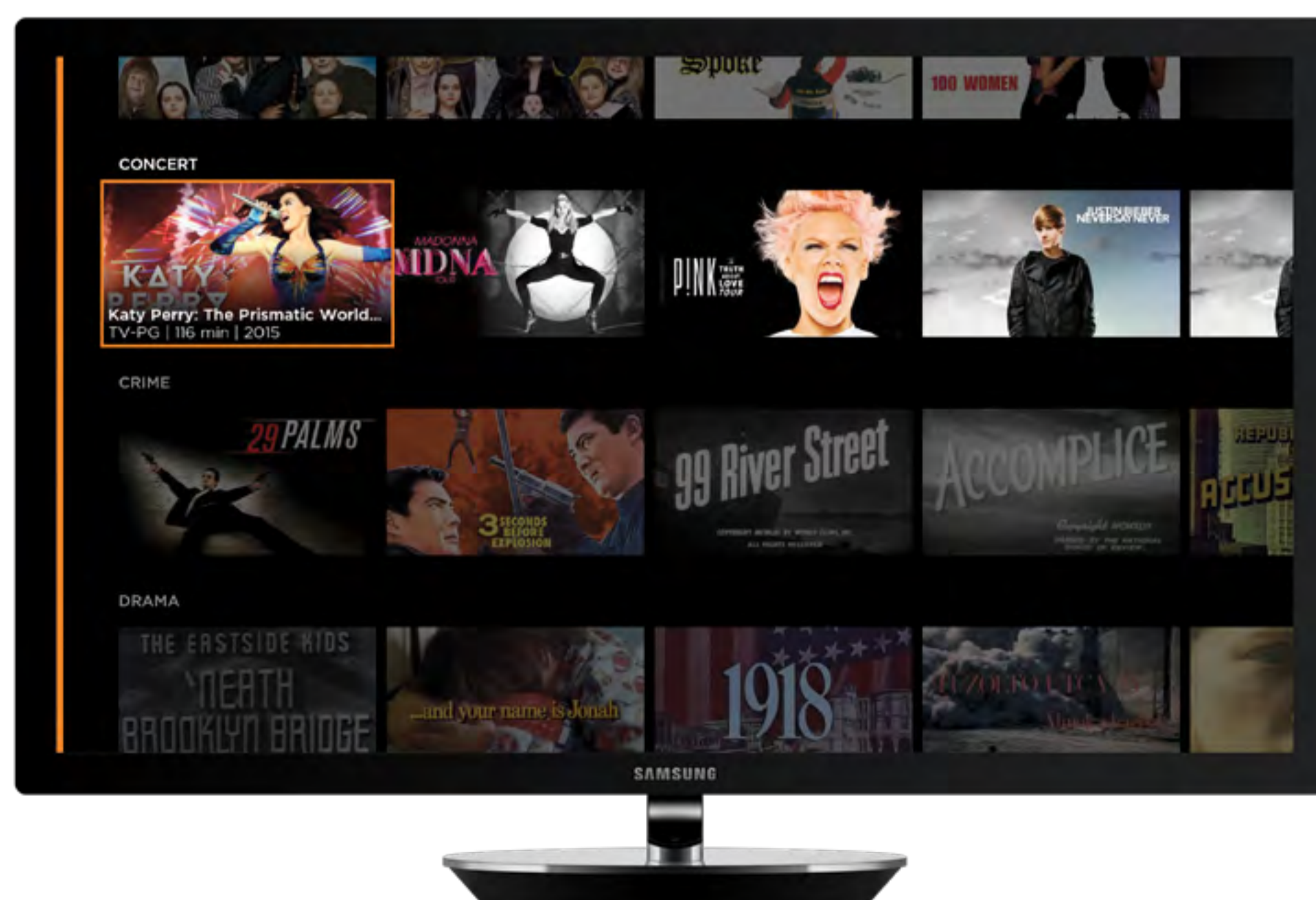
Optimizing Media Consumption on the Big Screen

Android TV (ATV) is a powerful platform for bringing entertainment to the living room. With this in mind, we focused on bringing as much content as possible on the big screen to enable users to make quick decisions.



A Cinematic Experience

Users can expect a highly immersive interface, rich with dynamic imagery. Leveraging ATV's guide for navigation, we focused on simplicity and reducing the number of steps with a 'fast lane' menu.



Functional and Beautiful

With the ATV application, clarity and quality was our focus. We obsessed over generous spacing, the size of interface elements, the quantity of items on the screen to optimize navigability, and bringing out objects in focus.