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Samsung's SmartTV platform gives developers the opportunity to bring the app experience to the world of home entertainment, creating a more interactive and engaging way to reach their audience. If you're ready to expand your app development skills beyond the mobile environment, look no further than "Samsung SmartTV Application Development." This unique guide shows you how to incorporate SmartTV features like Smart Interaction, gesture and voice recognition, and personalized recommendations into your app designs and take advantage of movie, video game, web, and other smart content available on the latest SmartTV offerings. Shows how to build a new SmartTV application - from planning the app design to creating a compelling user interface, adding features, and taking the app to market Walks you through the development environment, key platform capabilities, the SmartTV toolset, and testing emulator Includes helpful source code examples to use as inspiration for your own app design and instruction on using video-on-demand, gaming, multi-screen, and Smart Interaction features in your app Written by a team of experts from Handstudio, a global smart media application and solution developer whose clients include Samsung, Humax, and LG, who share their real-world insights and experience developing for the Samsung SmartTV platform

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