

New at i.TV

Q. What did i.TV announce today?

A. i.TV announced the **i.TV Remote Control Framework** and the coming launch of **i.TV 2.0**. This marks a major update to i.TV's TV, movie and DVD guide application for the iPhone and iPod touch.

i.TV 2.0 will soon be released in the iTunes Store with the following features: new user interface, iTunes integration, push notifications and an integrated TiVo remote control--the first third party soft remote built using the i.TV Remote Control Framework.

Q. Is i.TV 2.0 available in the iPhone App Store?

A. No, the app is currently under review by Apple. If you would like to be notified when i.TV 2.0 goes live, we have provided a space on this page where you can input your email address and we will send you an alert when i.TV 2.0 is available.

i.TV Remote Control Framework

Q. What is the i.TV Remote Control Framework?

A. The Remote Control Framework from i.TV gives development partners a flexible platform upon which to re-imagine the traditional remote and enables people to control external devices from an iPhone or iPod touch. Such devices may include a remote IR blaster, DVR, an AV receiver or even a television.

Remote controls built upon the framework use scripts that define user interface elements and key press behavior for controlling external home entertainment devices. Device discovery and communication between the iPhone or iPod touch and external hardware are handled via the Bonjour protocol for Wi-Fi devices or Apple Inc.'s External Accessory Framework for Bluetooth and 30-pin connector accessories.

Q. What does the Remote Control Framework mean for i.TV users?

A. We all hate remotes and the old fashioned channel numbering system. Using a remote to type in a channel number is like typing in an IP address to view a website. Most people would much rather tap a graphical TV listing or link and have the content instantly delivered. Because i.TV is first and foremost a media guide, we feel it is a logical next step to combine the guide and remote together. The i.TV Remote Control Framework will change how people discover and consume media.

In addition to this, as more software remote controls are introduced on the i.TV platform, over time i.TV will become a new kind of universal remote. Part of our vision is that the day will come when you will be able to control your entire home entertainment center from your iPhone or iPod touch via i.TV.

Q. Which external devices are supported by the i.TV Remote Control Framework?

A. Currently, the only third party devices supported by the i.TV Remote Control Framework are TiVo Series 3 HD and HD XL DVRs. More remote control integrations will be announced throughout the rest of 2009 and into the next year.

Q. Will it require an update to the application to release new remote controls?

A. No. Because of the way the i.TV Remote Control Framework is designed, we can “push” new remote controls down to the user’s iPhone or iPod touch dynamically. We will notify users when new remote controls are available via the company newsletter, [i.TV News](#) and through announcements the [i.TV blog](#), [Facebook](#) and [Twitter](#).

Q. How can my company build a remote using the i.TV Remote Control Framework?

A. You may apply to build a remote control on the i.TV Remote Control Framework by sending a request via our [Partners contact form](#).

iTunes

Q. Can I purchase iTunes music, podcasts, audiobooks and video directly from within i.TV?

A. No. You can find content that’s available from iTunes on i.TV under any “Watch” details screen for a TV show or movie. If content is available from iTunes, you will see a badge indicating how many different titles are available for purchase or download. Tapping on a particular title will close down i.TV and open up the iTunes application on your device, where you will then be given a choice whether or not to complete a transaction.

Push Notifications

Q. Are push notifications available for all media types on i.TV?

A. Currently, you can only set push notification alerts for TV shows. In the future, you will also be able to set notifications for other media types and celebrities.