



FOR IMMEDIATE RELEASE

TiVo Experience 4 Wins Most Innovative User Interface Award from ITVT

SANTA CLARA, Calif.-- July 9, 2018 -- [TiVo Corporation](#) (NASDAQ: TIVO), a global leader in entertainment technology and audience insights, today announced that TiVo Experience 4 has won the award for “Most Innovative Design or User Interface” from Interactive TV Today’s (ITVT) 15th Annual Awards for Leadership in Interactive and Multiplatform Television.

TiVo Experience 4 was recognized at The TV of Tomorrow Show in San Francisco on June 13 where it beat out several leading technologies as the most innovative and disruptive design, user interface or content navigation schema. ITVT’s Awards for Leadership in Interactive and Multiplatform Television take place every year at this well-attended industry event.

“Finding something to watch on TV has become increasingly complicated and frustrating, regardless of what screen you may be looking at or the service you might be using,” said Michael Hawkey, senior vice president and general manager of user experience, TiVo. “We’re thrilled that TiVo Experience 4 has been recognized by ITVT, and the industry has validated our efforts to change this experience. As one of our flagship offerings, TiVo Experience 4 showcases what we do best at TiVo, combining leading entertainment solutions to deliver an unmatched consumer experience.”

TiVo Experience 4 is designed to offer a superior and seamless multi-screen experience across managed set-tops; unmanaged bring-your-own-devices such as Apple TV, Roku or Amazon Fire TV; as well as mobile devices and web browsers. Its interface is incredibly visual with gallery screens, vivid photography and enhanced metadata, which powers stronger search and recommendation capabilities. The UX also incorporates TiVo’s conversational voice control technology that can be leveraged for device management or search via natural language.

Most importantly, TiVo Experience 4 integrates content discovery across multiple services, from traditional, linear TV to over-the-top streaming services such as Amazon Prime, Hulu and Netflix, bringing all of your favorite content together into one seamless experience. Thanks to this integration, the UX offers a deeper level of personalization and connects people to the movies and TV shows they want to watch, quickly and easily.

"TiVo's long-term commitment to innovation, beautiful interface design and elegant user experiences clearly stood out to the talented judges ITVT culled from its global community of multi-platform TV executives," said Tracy Swedlow, co-founder and CEO of TMRW Corp., the parent company that owns InteractiveTV Today and the TV of Tomorrow Show. "Clearly, they knew a winner when they saw the nomination entry, as it was a resounding win."

About TiVo

TiVo Corporation (NASDAQ: TIVO) is a global leader in entertainment technology and audience insights. From the interactive program guide to the DVR, TiVo delivers innovative products and licensable technologies that revolutionize how people find content across a changing media landscape. TiVo enables the world's leading media and entertainment providers to deliver the ultimate entertainment experience. Explore the next generation of entertainment at tivo.com or follow us on Twitter [@tivo](https://twitter.com/tivo) or [@tivoforbusiness](https://twitter.com/tivoforbusiness).

Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements. Readers are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual events or our actual results to differ materially from those expressed in any such forward-looking statements. Readers are directed to TiVo's periodic and other reports filed with the Securities and Exchange Commission (SEC) for a description of such risks and uncertainties. TiVo undertakes no obligation to update any forward-looking statements.

TiVo and the TiVo logo are registered trademarks of TiVo Corporation and its subsidiaries worldwide. All other trademarks are the property of their respective owners.

#

For more information, contact:

Lerin O'Neill
TiVo
+1 408 562 8455
Lerin.Oneill@tivo.com