



User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products. Engage our team to make yours elegant, compelling, a joy to use.

UI/UX DESIGN & DEVELOPMENT TEAM

Following a track-record of success in software development for set-top boxes and TVs, RT-RK has assembled a dedicated team with the goal to serve customers in the domain of User Interface and User eXperience design and software development for a target TV platform.

The team contains a winning roster consisting of experienced graphic designers, UI/UX experts for 10-foot user interfaces, senior software developers with DTV SoC and middleware expertise, as well as energetic young engineers which make the team edge sharp and agile.



UI/UX DESIGN AND DEVELOPMENT SERVICES

We offer services in the following domains:

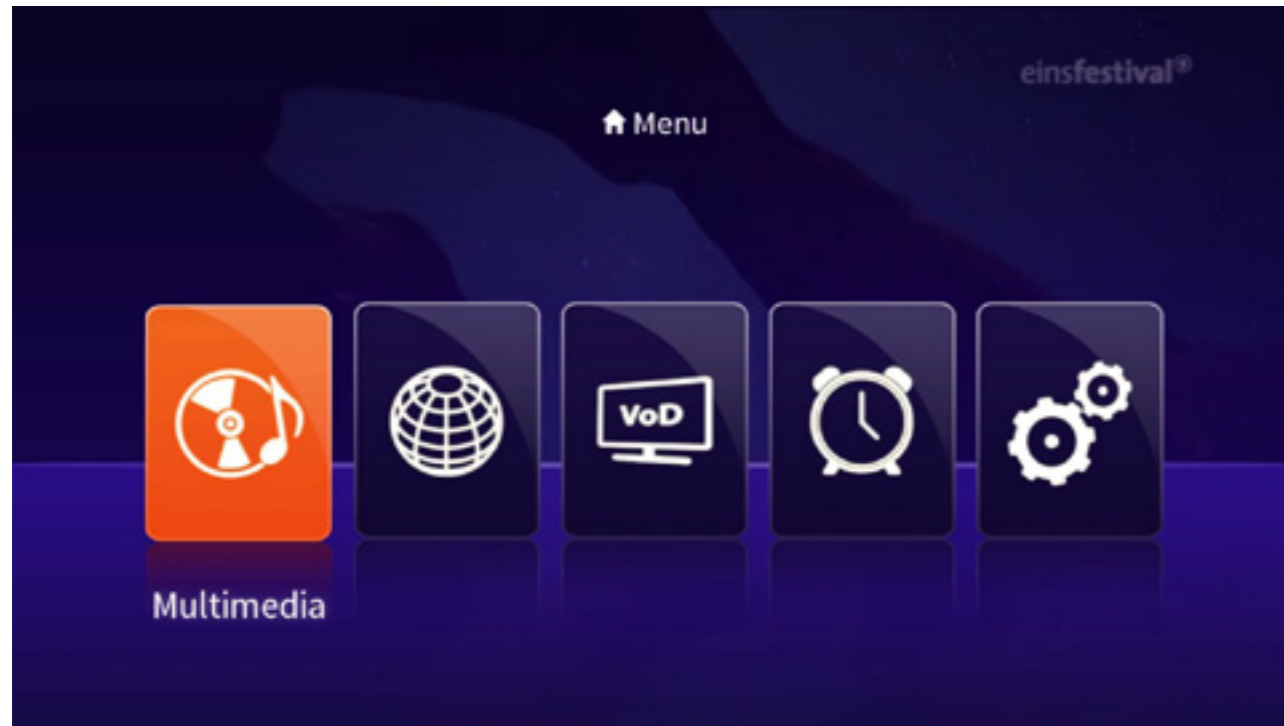
- App ideation, generating use cases and key requirements, user journeys, storyboards and workflow diagrams;
- Agile user experience (UX) and usability design, with the ability to identify key traits and quickly produce tangible UX guidelines and design catches for targeted application;
- Iterative design model, by making all the results transparent with the help of GUI simulator and rendered GUI models which illustrate relevant effects and therefore enable the selection of appropriate design path to follow;
- Graphic design for 10-foot user interfaces, applicable to both low and high resolutions (including 4K), with the provision of originally designed graphical resources to ensure neat and clean look, which is easily themed;
- Companion apps design and development, to complement TV GUI experience, for Android and iOS.
- App implementation according to the design, in one of the following three directions:
 - » Native GUI, for low-end zapper boxes;
 - » HTML5, for middle-range connected and hybrid boxes;
 - » Java/Android, for high-end smart boxes and TVs.
- Exceptional performance in any domain, including software stack optimization and native graphic engines utilization (OpenGL).
- Fast, innovative and multi-dimensional GUI solutions, including 2D, 2.5D and 3D interfaces.
- GUI development/porting to Linux, Android and Real-Time OS
- GUI implementation on top of all major SoC, including Broadcom, Marvell, Qualcomm, ST.

UI5 - REFERENCE UI DESIGN FOR HYBRID SET-TOP BOXES



- HTML5 based GUI, called UI5, is an original, simple to use, effective and optimized solution for middle-range set-top boxes targeting wide consumer base
- Supporting all present day functionalities, including TV Guide, Video on Demand, Media playback (USB, DLNA) and HbbTV
- GUI is delivered with the full support for theming
- GUI application runs on ST Liege SoC, with scarce resources (X RAM, X CPU)
- GUI can be provided as white-label, turnkey solution for any target set-top box equipped with browser

SCREENSHOTS



C-MORE - DESIGN CONCEPT FOR HIGH-END SET-TOP BOXES



- C-More UI provides a 2.5D and 3D experiences for Android-based smart set-top boxes, including personalized and recommendation functionalities
- GUI is based on the concept of 3D world and scenes which make the GUI walkthrough immersive and intuitive
- Application utilizes an in-house built native engine based on OpenGL, with Android Java bindings and GUI classes for efficient application development / customization
- Running on Marvell BG2-Q and Qualcomm platforms

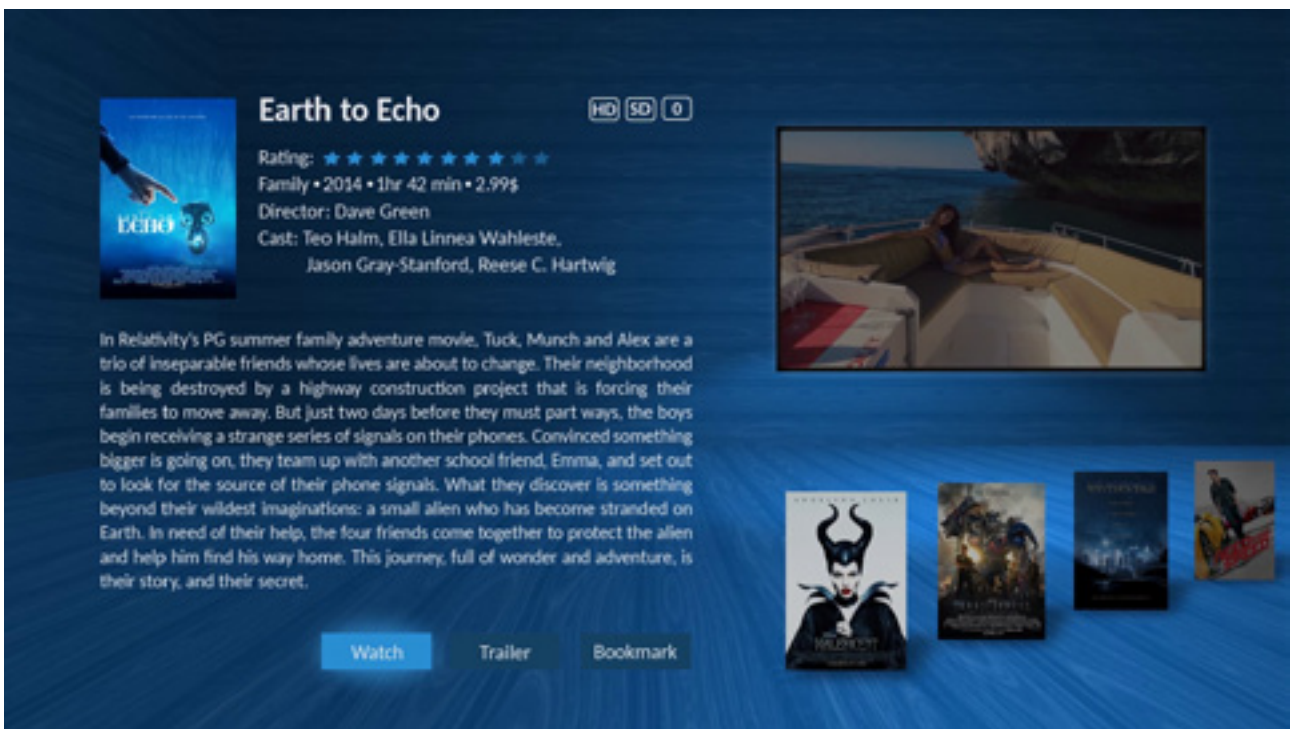
C-MORE CONCEPT



User "rides" the camera as it moves from one GUI scene to another. Live TV is always visible in the shot, simulating a LED TV inside a room, which is a genuine, customizable 3D model with lighting effects.

SCREENSHOTS





ABOUT RT-RK

RT-RK is a service provider and product development company in the fields of consumer electronics, communications and multimedia. The company shares revenue from engineering services, integration of own IP blocks, and sales of products. RT-RK IPs are:

- Complete TV SW stack and multimedia solutions, according to European and US standards - www.iwedia.com
- Home automation line of products - www.oblo.rs
- Consumer products testing tools - www.bbt.rs

GOAL

Our goal is to establish new collaborations with companies within our standard business models:

- Near-shore development center
- Project based cooperation

RT-RK Institute for Computer Based Systems

Web: www.rt-rk.com

