

# 4 Ways AI Is Making Smart TVs Better

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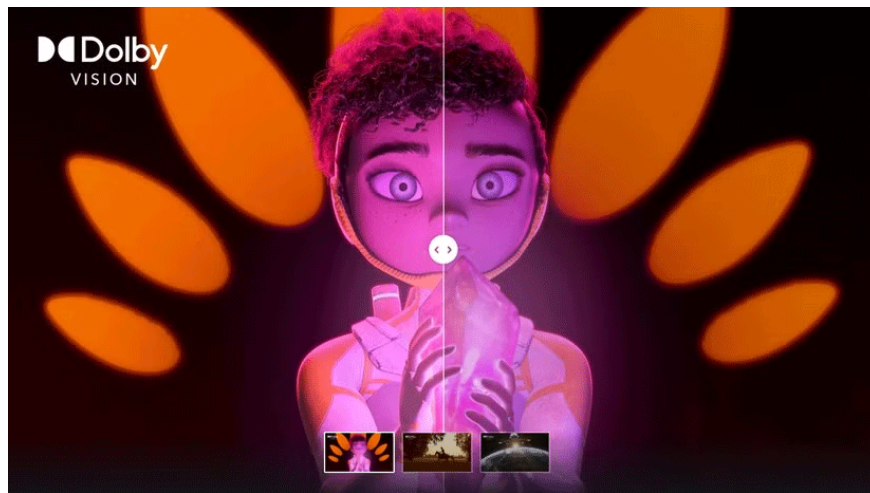
## Voice control and better interaction

Thanks to AI-powered virtual assistants like Alexa and Google Assistant, smart TVs now offer much better voice control and interaction than they did just a few years ago. That means you can search for movies, adjust the volume, or even check the weather and other common tasks, all with simple voice commands.

AI-powered voice control allows for hands-free operation and a more seamless TV experience. That means no more searching for that lost remote or typing long searches to get what you want. Instead, you can sit back, relax, and let your voice do the work. TiVo's voice search goes even further, allowing you to search using quotes, songs, names, and more.

If voice control on your smart TV isn't what you expected, it could be a sign that you need to upgrade your smart TV.

## Advanced image and sound optimization



AI is pioneering a revolution in picture and sound quality on smart TVs. AI algorithms analyze room conditions, content types, and even viewer preferences to automatically adjust brightness, contrast, and audio settings for the best possible viewing experience.

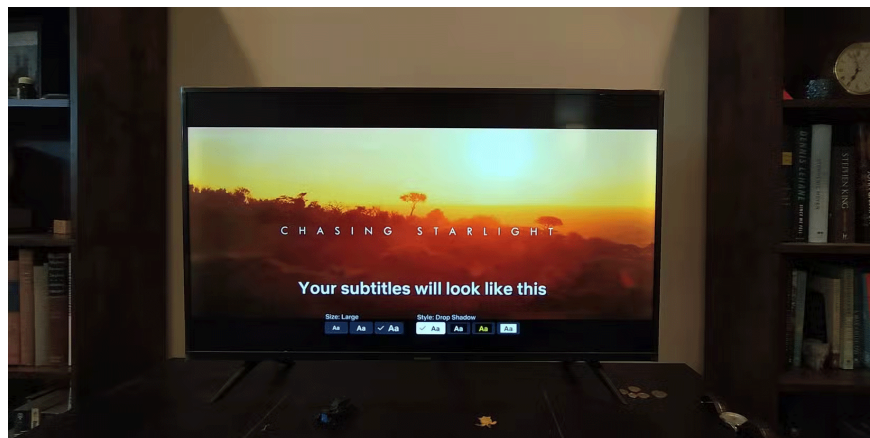
For example, Dolby Vision IQ uses AI to dynamically adjust picture settings based on the ambient light in the room, meaning viewers will enjoy the best picture quality, regardless of the lighting conditions in the room. Similarly, AI-based audio calibration technologies optimize sound settings to deliver immersive, high-quality sound that is unique to your personal preferences without you having to do anything!

## Smart home integration

Today, smart TVs aren't just for watching your favorite shows; they're increasingly the hub for controlling all of your smart home devices. AI allows smart TVs to seamlessly integrate with your network of smart home devices, meaning you can control your lights, cameras, music, or thermostat right from your TV interface — no need for anything else.

Imagine being able to dim the lights, adjust the temperature, or even check who's at the front door without leaving the comfort of your couch. Sounds great, especially when you're watching a movie!

## AI-powered accessibility features



And finally, AI is playing a huge role in improving accessibility features on smart TVs, making entertainment much more inclusive for most people. If you're someone who almost always watches movies with subtitles due to hearing loss, this is a huge plus. Real-time captioning, audio descriptions, and gesture controls are just a few examples of how AI is making accessibility easier and more cost-effective for showrunners.

For example, AI-powered speech-to-text technology is making real-time captioning more accessible, benefiting those with hearing impairments. Another example is voice and gesture commands, which provide easier alternative input methods for users with mobility challenges. Both of these AI-powered accessibility features, along with others, are transforming the way users with a variety of needs interact with smart TVs and the world around them, making entertainment more inclusive and enjoyable for everyone.

AI is rapidly revolutionizing the capabilities and role of smart TVs in our lives, making them much more personalized, intuitive, and accessible. Our TVs are becoming smarter than ever and adapting to our needs, and we can expect even more exciting advancements in the future, further improving our entertainment experience!

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