

Roku Steps into Branded TVs

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Roku goes beyond [STBs](#) and [sticks](#) in its bid to take over the living room-- at CES 2014 the company announces a team up with a number of TV makers to produce Roku-branded HDTVs pre-loaded with smart(er) software.



So far Roku names TCL and Hisense as partners, but a total of six companies should be joining the so-called "Roku TV" venture.

"Roku TV removes all of the complicated layers and menus, and unnecessary features and settings that plague smart TVs today," the company claims. "Instead [it] provides a Roku home screen that brings together all content sources."

The TVs feature the same streamlined UI as the company's current products, with access to around 1200 apps (or "channels") such as Netflix, Amazon, Ridio, Vudu and Pandora. Handling control duties are either smartphone apps or redesigned 20-button remote.

The first Roku-branded TVs should hit the American market in sizes ranging from 32- to 55-inch during Q3 2014, but the company gives no word on a European launch as yet.

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