

Apple TV overhauled for games, shows, shopping

September 9 2015



Apple Senior Vice President of Internet Software and Services Eddy Cue speaks about the new Apple TV on September 9, 2015 in San Francisco, California

Apple on Wednesday unveiled a new streaming television device with voice search, touchscreen remote control and an app store in a challenge to Google, Amazon, and video game console titans.

Apple TV was overhauled as people increasingly stream films and

television shows on-demand online and turn to mobile applications for entertainment.

"Our vision for TV is simple, and perhaps a little provocative," Apple chief executive Tim Cook said at a media event in San Francisco.

"We believe the future of television is apps."

Apple released a software kit for outside developers, and showed off early versions of Apple TV applications already being crafted by show streaming services Netflix, Hulu, and HBO.

Game makers are already working on applications, as are home-sharing service Airbnb and real estate-focused service Zillow, according to Apple executive Eddie Cue.

Siri virtual assistant software built in Apple TV allowed for natural language searches for shows, say by asking for something funny or a certain actor by name.

The new Apple TV will launch in late October at a starting price of \$149.

Apple TV has lagged rivals with similar devices. According to the research firm Parks Associates, Roku leads the US market with a 37 percent market share, to 19 percent for Google Chromecast and 17 percent for Apple TV. Amazon's Fire TV devices have 14 percent.

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