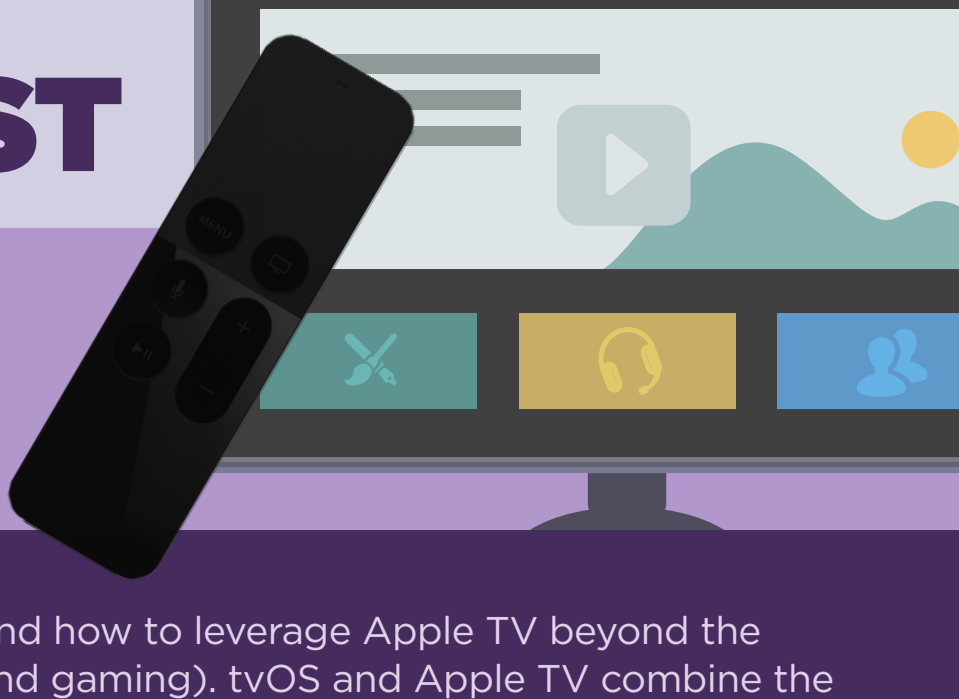


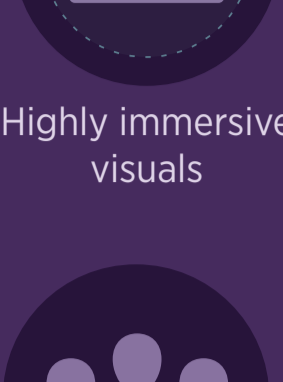
# WATCH LIST

How all kinds of brands are tuning in to the Apple TV opportunity.

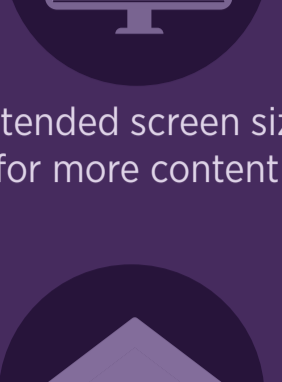


Savvy brands are starting to understand how to leverage Apple TV beyond the obvious use cases (streaming video and gaming). tvOS and Apple TV combine the best of apps and computing technology with the strengths of the TV format to open up all kinds of opportunities you might not have considered.

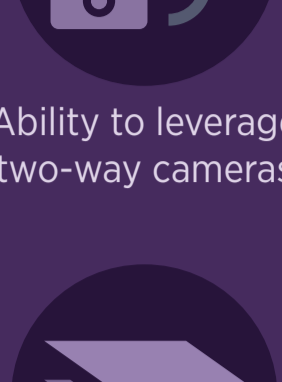
## Which uniquely “TV” qualities can Apple TV apps make the most of?



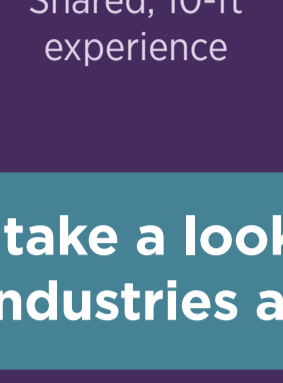
Highly immersive visuals



Extended screen size for more content



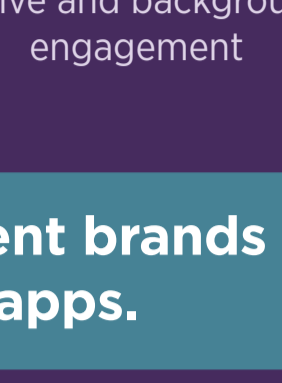
Ability to leverage two-way cameras



Shared, 10-ft experience



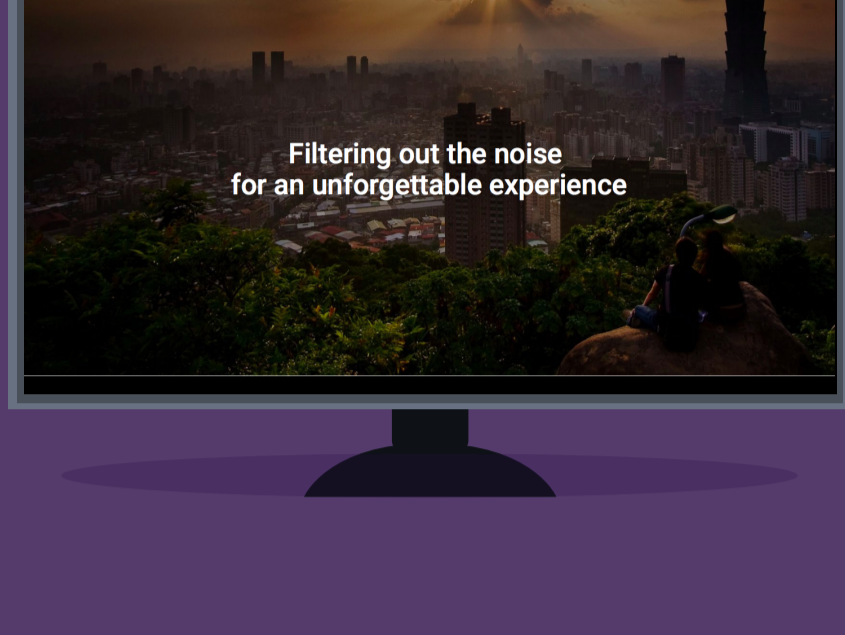
TV as “center of the home”



Active and background engagement

## Let’s take a look at the new ways different brands and industries are leveraging Apple TV apps.

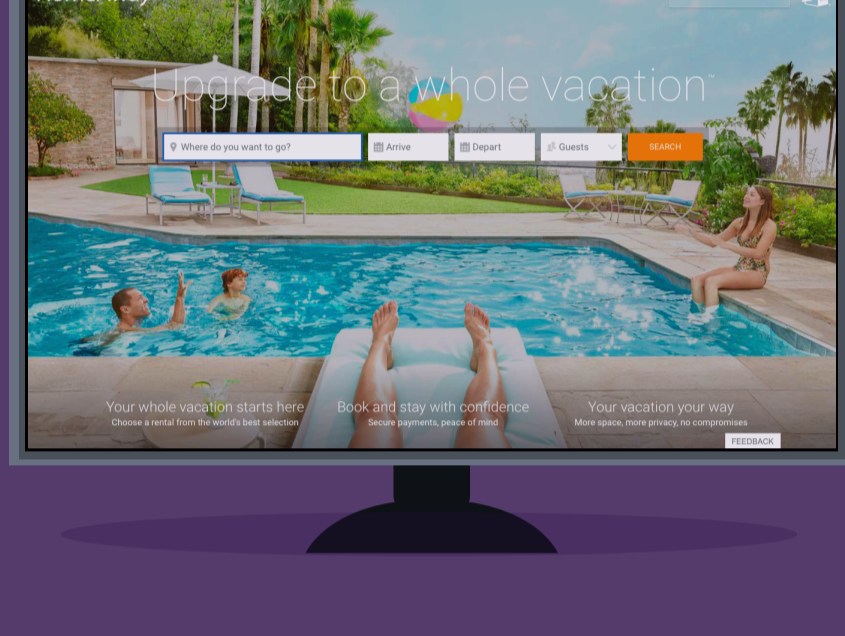
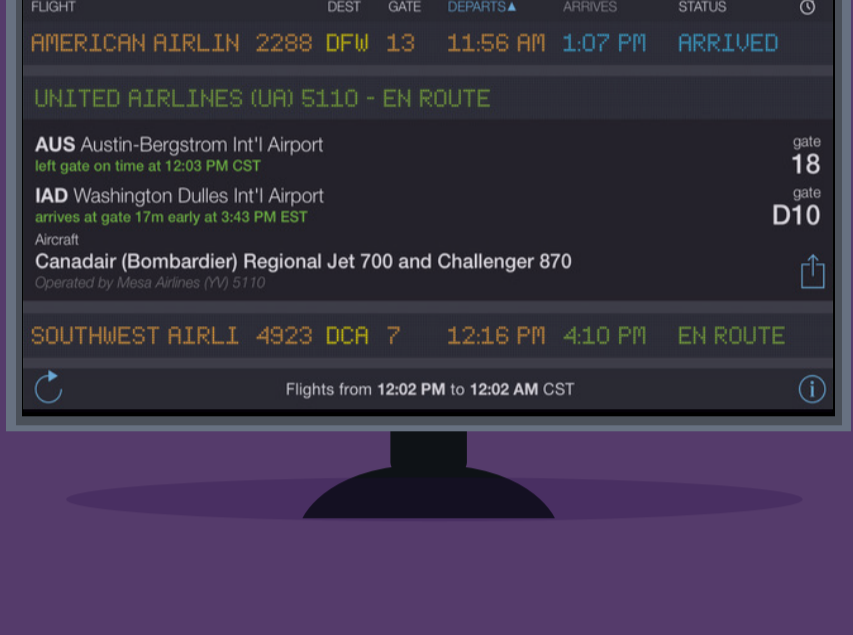
### TRAVEL



GuidePal puts global city guides packed with gorgeous photography and local recommendations right on your TV. It’s armchair tourism and travel planning at its finest!



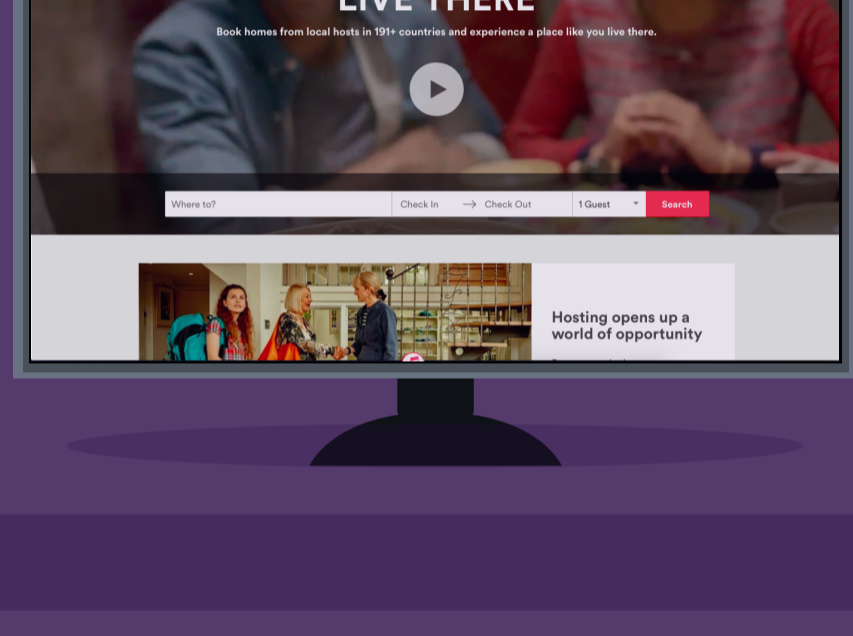
FlightBoard® lets you monitor arrivals and departures at more than 3,000 airports worldwide, using a beautiful interface designed to look like the flightboards at Paris’ Charles de Gaulle Airport.



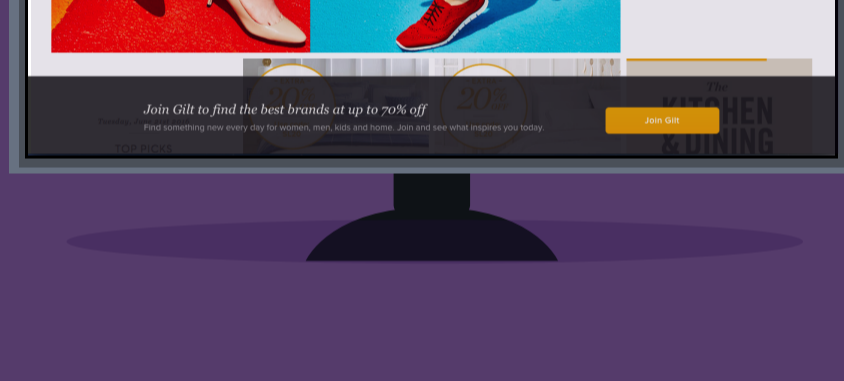
HomeAway & VRBO - Travelers can browse huge destination and rental property photos, then book directly on the app. Property owners also use the platform to create a digital house guide / virtual concierge for their guests.



Airbnb - Travel planners can browse inviting property photos and bookmark favorites, then book a stay with the push of a button. Property owners can manage their listings and connect with guests from anywhere in the world.



### SHOPPING



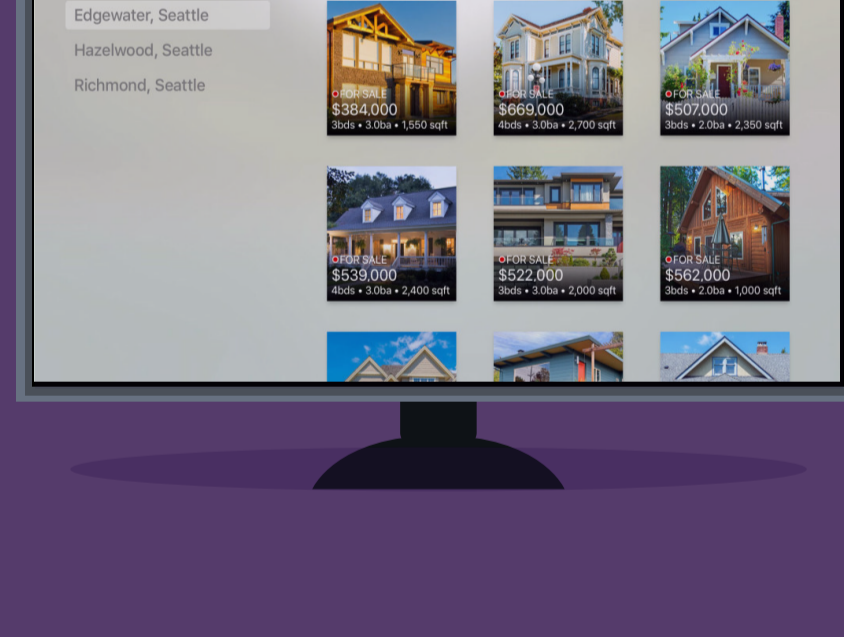
Gilt on TV - Luxury fans can pore over high-res, high-impact imagery of Gilt’s daily selection of designer sales. This is online shopping at its most luxe.



Macy’s m for Apple TV - Shoppers get a rich Macy’s experience without the crowds, thanks to a simple, elegant interface showcasing the latest trends. It’s easy to browse and save favorites and even book appointments with a personal stylist.



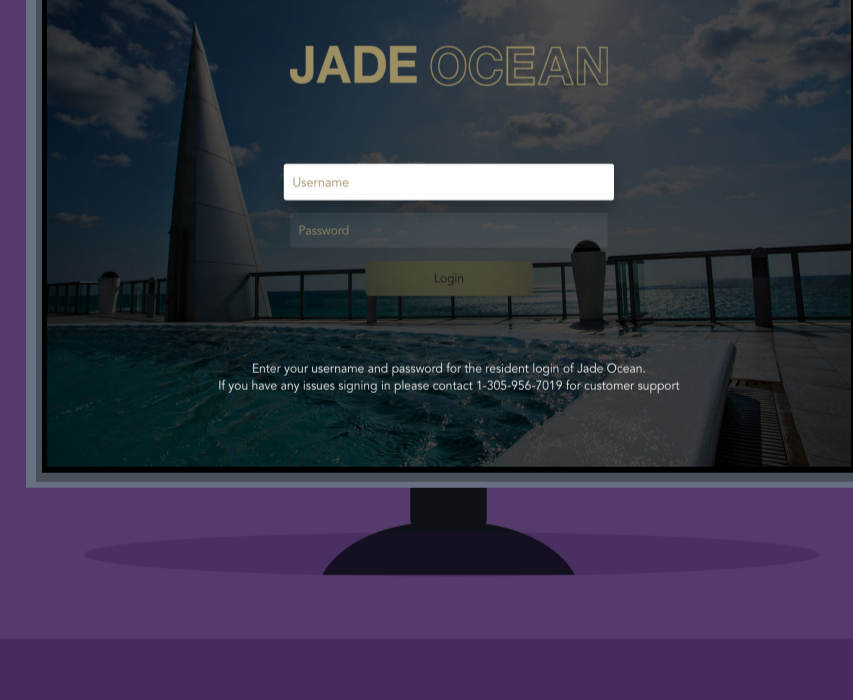
### REAL ESTATE



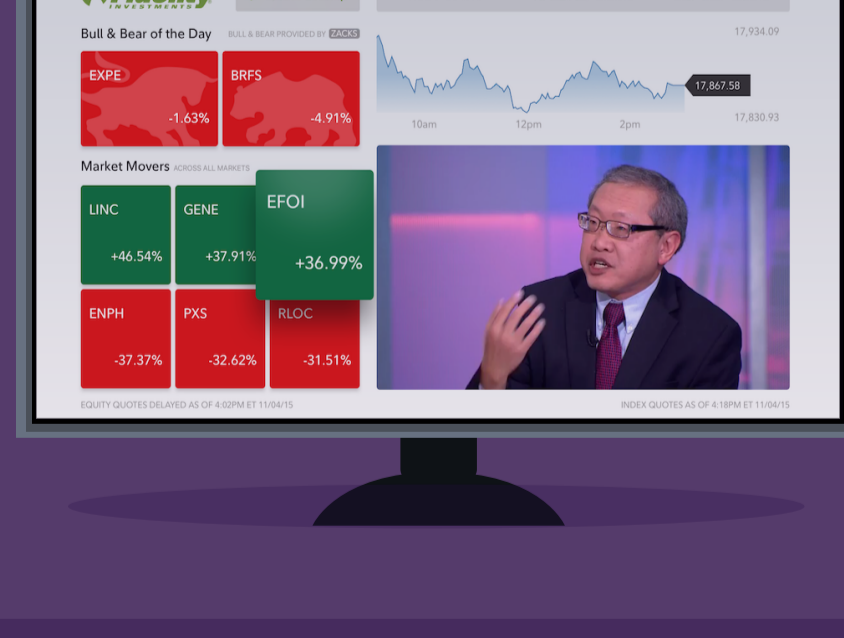
Zillow - Home buyers can enjoy high-def property images and unique video content, all easily viewed by multiple people simultaneously. Shoppers can also save searches and homes across devices and see mortgage details and helpful Zestimates®.



Jade Ocean - Residents can use the property’s Apple TV app to communicate with the management office, browse and reserve amenities (even see live camera views), take advantage of concierge and valet services, manage an authorized visitor list and more.



### FINANCE

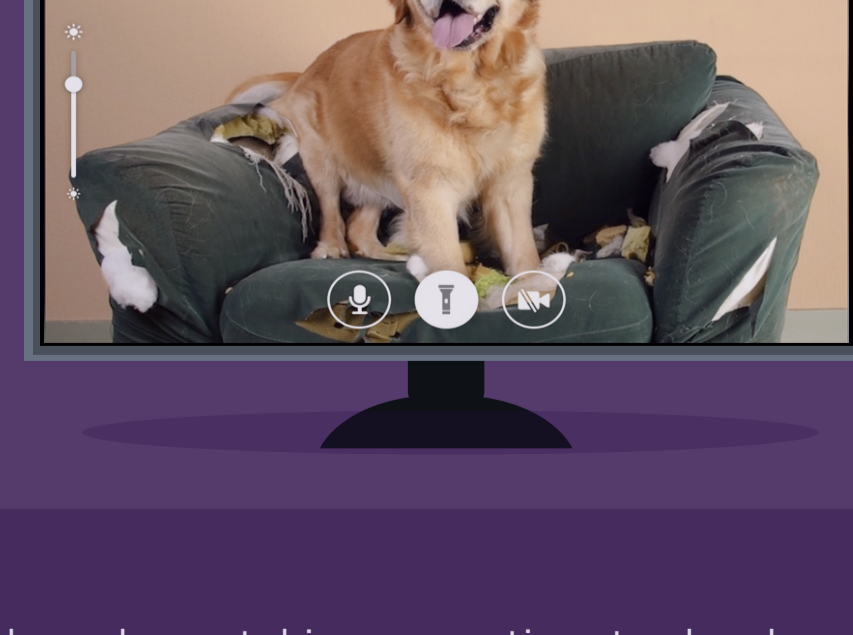


Fidelity App for Apple TV™ - Users can monitor live market status, view details of specific Blooms, and even live stream the Bloomberg Channel—all on a single dashboard. The large format makes it much easier to parse financial data at a glance, whether running in the background or actively engaging.



### JUST FOR FUN

Dog Monitor - Fido’s parents can check on the dog from wherever they are—at work, on the go, anywhere. Live video tells you what the little guy is up to, while two-way cameras even let you remind him to “get off the couch!” Again.



Apple TV is still new and most brands are taking some time to develop their strategies for leveraging the opportunities—just as they did when the iPhone and the iPad were new.

Phunware is already working at the forefront of Apple TV with multiple brands, and we’re here to help you extend your existing app and/or develop a new tvOS app strategy.

Learn more at [www.phunware.com/services/tvos-apple-tv-design](http://www.phunware.com/services/tvos-apple-tv-design).



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