



PRESS RELEASE

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## NOS TV APP VOTED ‘PRODUCT OF THE YEAR’ 2017

**The Portuguese have chosen the Online TV application of NOS, which enables users to access TV and multidevice contents in an easy and intuitive way.**

Once again, Portuguese consumers have recognised NOS’ innovation, awarding the highest distinction to the operator in the TV App category. At the 13th Product of the Year competition, the Portuguese showed their preference for the TV Application, NOS TV, which has been designed and developed entirely from scratch by NOS Innovation, positioning the NOS research and development team again as one of those winning the most prizes, and being recognised internationally for its unique product launches at a worldwide level.

This prize recognises the ever increasing relevance of the use of other devices for the consumption of TV and entertainment in general, away from and at home. This market trend highlights the increased importance of solutions such as NOS TV, which focuses on the multi-screen experience on box, PC, tablet or smartphone.



NOS TV has more than 120 channels, 111 of which feature Restart TV and Automatic Recording functionalities, and can be synchronised with the user’s television profile, optimising the experience of recommendations and of exploring contents using automatic and intelligent interaction between the television and the tablet.

In addition, users can decide at any time, where they want to watch or continue to watch, using the new functionalities “Send to TV” and “Continue to watch”, available on NOS TV. These options thus allow content which they are watching on their PC, smart phone or tablet to be “sent” to the TV, or to continue to watch content, that they are watching on television, on one of these three devices without losing the context.

To be noted is the fact that NOS TV was presented at the first Web Summit event in augmented reality. By using the HoloLens App, NOS TV makes use of customers’ line of vision to put service



windows wherever they want, and so create and benefit from an interactive experience with the television that is even more personalised and immersive.

The NOS TV App reflects NOS' focus on consolidating its position as a convergent operator, attentive to the needs of customers constantly on the move, providing the same quality experience when accessing any of their contents, whatever the device used.

### **About 'Product of the Year'**

The "Product of the Year – Marketing and Innovation Grand Prix" provides certification of innovatory new products through a survey that is conducted every year. The products are chosen exclusively by consumers by direct voting via an independent multi-brand market survey. Applications are scrutinised by a committee made up of industry, marketing and distribution professionals, and the questionnaire is completed by more than 2,200 individuals of both sexes resident on the Portuguese mainland who are between 18 and 64 years old. Consumers vote for the Product of the Year based on the novelty of the product, its level of use and level of satisfaction. The Product of the Year event is organised in more than 40 countries, in particular in France, Switzerland, Germany, Austria, Chile, Argentina, Peru and China. In Portugal, it is organised by Peres & Partners.

### **About NOS**

NOS is the biggest communications and entertainment group in Portugal. It offers latest generation fixed and mobile phone, television, Internet, voice and data solutions for all market segments. It is leader in Pay TV, new generation broadband services and in cinema exhibition and distribution in Portugal.

In the business segment, it has positioned itself as a sustainable alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services with tailor made solutions for every sector and businesses of different sizes, complementing its offer with ICT and Cloud services.

NOS is part of the main Portuguese stock exchange index (PSI-20) with a capitalisation of more than 3.8 thousand million Euros, and has more than 4 million mobile phone, 1.5 million television, 1.5 million fixed telephone and 1.1 million fixed broad band Internet customers.

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#### **NOS Audiovisuais**

Edifício Campo Grande,  
Rua Ator António Silva, 9, Piso 2, Lisboa  
T 931 018 685 | [andre.e.filipe@nos.pt](mailto:andre.e.filipe@nos.pt) | [www.nos.pt](http://www.nos.pt)

#### **BAN**

João Santos Pereira  
[jsp@ban.pt](mailto:jsp@ban.pt)  
T 937 612 332