

Samsung and OnMag launch onTV

Samsung Electronics has partnered SA online publishing company OnMag Online Publications to launch onTV, which brings together magazines, news, weather, games, and movie information and trailers - exclusively on the Samsung Smart TV range.



"Samsung has always been committed to ensuring that our customers have access to the latest technology, which lets them embrace the digital lifestyle from the comfort of their homes. With the onTV app, we are taking this to the next level by working with OnMag to offer a proudly South African solution that brings together exciting news, sports, weather, gaming and movie previews," said Justin Shaw, business leader for visual display of Samsung South Africa.

The onTV app became available on the Samsung TV app store on 16 November, 2012, and will be available free of charge through the SmartHub available on Samsung Smart TVs, which can be accessed via an active broadband connection.

Five key sections to choose from

The app has five key sections to choose from including; Magazine, Movies, Daily News, AllCanPlay, and Weather. Built on a slick user interface, each section offers users a variety of content that includes a SAPA-affiliated news feed providing updates on the latest local, international, business, technology, sport, and entertainment stories around the clock.

There are five magazines covering subjects such as motoring, technology, architecture, sports, and real estate. In the movies section, users will find the release dates and previews of forthcoming cinema releases and a selection of the current month's DSTV premiers and other featured titles.

AllCanPlay.com offers previews and information on major forthcoming game titles for children, hard core, and casual game players. The weather section has regular updates on current conditions and seven-day forecasts for some of the major centres in South Africa.

"Samsung constantly improves the television viewing experience for our customers by creating locally relevant applications. The onTV premier lifestyle app provides connected users with another way to receive content that suits their diverse needs and provides an ever increasing entertainment experience," added Shaw.

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