

Smarter Entertainment. Easier Viewing. More Possibilities.

Hybrid AI Media Station Solution

Consumers nowadays face decision fatigue while watching TV as they navigate through a maze of apps, menus, and remote-driven interfaces just to watch TV. Traditional set top boxes offer limited value and are quickly becoming outdated. Viewers now look for richer capabilities such as voice navigation, personalized content recommendations, and gaming without controllers. They need a solution that elevates entertainment beyond passive viewing.

Qualcomm AI Media Station Solution

The Qualcomm® AI Media Station Solution turns the TV into an intelligent, interactive media hub. Users navigate the interface, apps, and menus with natural voice commands instead of constant remote clicks. Face identification helps recognize who is watching, so profiles, recommendations, and other experiences adjust automatically.

The solution supports major streaming services and Android apps, and extends into AI camera-based gaming and fitness guidance. It can also enable future options such as video chat with real-time translation, travel planning with a concierge-style assistant and interactive shopping with on-screen product detection and virtual try-on.



Features and Benefits

- **Hybrid AI and security-focused design:** Ensures on-device AI handles face and health related data, using cloud AI only for general queries, with strong protections and clear user controls
- **Tailored content recommendations:** Surfaces relevant shows quickly by working with streaming services' recommendation engines, reducing decision fatigue and making it easier to start watching
- **AI enhanced interaction:** Supports voice navigation, and on screen product identification with virtual try on
- **Expanded entertainment:** Runs major streaming services, Android apps, AI camera-based games, fitness experiences, and concierge style services not found on traditional STBs
- **Increased value and new monetization opportunities:** Helps multichannel video programming distributors (MVPDs) and OEMs stand out from over-the-top (OTT) devices by offering distinctive AI experiences and richer service bundles, while supporting targeted advertising and product link purchases

Key Market Segments

- MVPDs and pay TV operators upgrading their entertainment hardware with AI-driven platforms
- Streaming and media service providers increasing engagement through personalized, interactive experiences
- TV original equipment manufacturers (OEMs) integrating intelligent media stations to offer premium, differentiated home entertainment
- Independent software vendors (ISVs) developing advanced AI applications optimized for the living room and large screen experiences

Powered by Qualcomm® technology

At the heart of this solution are our advanced chipsets and AI software frameworks:

- Qualcomm Dragonwing™ QCS8550 processor
- Dragonwing Q-7790

The solution includes advanced connectivity, high performance processing, an integrated camera with shutter, speakers, HDMI output, and a complete Android-based software image from Consult Red. Together they enable responsive, energy efficient, security-focused AI and rich multimedia experiences for next generation media devices.

Ready to Bring AI Innovation to Your TV Screen?

Contact sales to get started.

