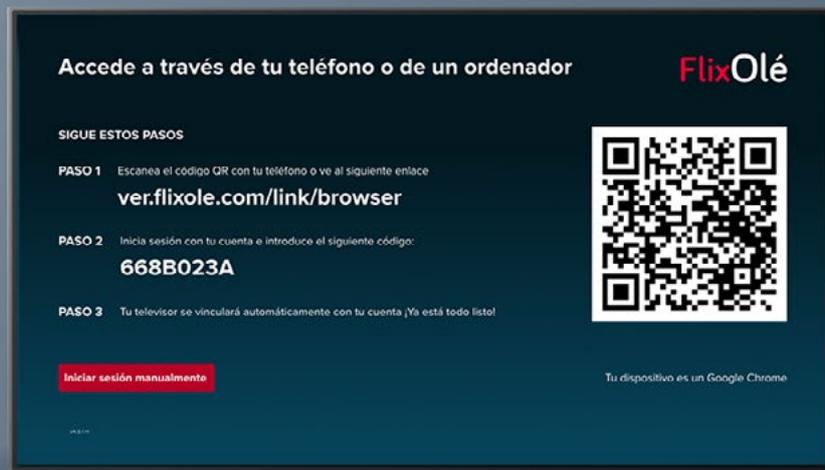


QR Codes

Enhancing the Smart TV Experience



How Magine Pro integrated QR code technology to streamline the sign-in and sign-up process for Smart TV streaming apps, making it faster and more user-friendly.

WHAT IS A QR CODE?

A Quick Response (QR) code is a two-dimensional barcode that can be scanned using a smartphone or tablet. It can store various types of information, including text, links, and images.

By incorporating QR codes into the login process, service users can bypass manual input entirely—simply scanning a code to authenticate their account.

MOTIVE:

Friction in the Smart TV Sign-In Process

Logging into a Smart TV streaming app can be a frustrating experience for users. Manually typing login credentials with a remote control is time-consuming and cumbersome. Magine Pro set out to eliminate this friction by offering a seamless, QR-powered authentication method.

END USER BENEFITS

- A seamless sign-in experience for registered users.
- Quicker and more convenient than typing in details with a TV remote to sign in or for new users to sign up.
- An effortless way for users to connect their TV to their streaming service account.

SOLUTION:

Integrating QR Codes into the Smart TV Experience

The QR code project was conceptualised during a Magine Pro engineering Hackday and began development in Q2 2022. The team took a Backend for Frontend (BFF) approach, ensuring that the QR code authentication system seamlessly integrated with the existing platform without disrupting the login flow.

KEY TECHNICAL CONSIDERATIONS:

- **Front-End Optimisation:** Ensured smooth integration with Smart TV apps.
- **Long Polling vs WebSockets:** Opted for Long Polling to maintain compatibility and avoid conflicts with ongoing engineering projects.

HOW IT WORKS:

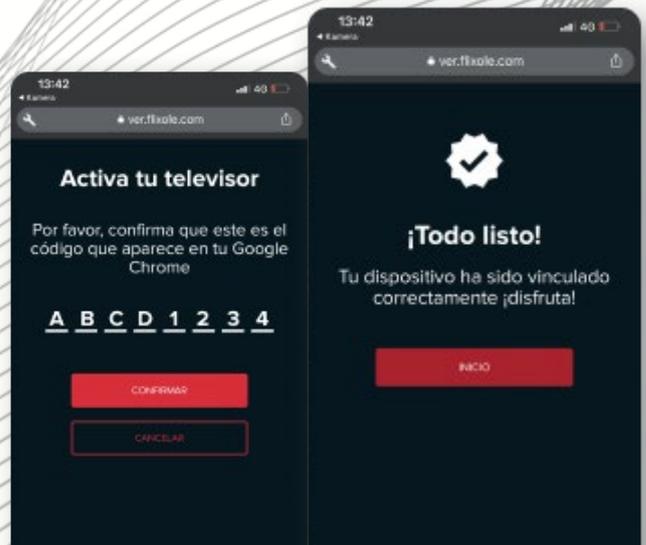
The QR Sign-In Journey



1. The user downloads the compatible native app onto their Vizio, LG or Samsung Smart TV.



3. Users can then confirm the linkage and immediately begin streaming through the TV app.



2. Once loaded, users will be asked to scan the QR code for convenience or manually enter a sign-in code via their mobile device to connect their account to their Smart TV.



RESULTS & INSIGHTS: **The Big-Screen Potential**

Magine Pro's QR code implementation has significantly improved the user experience, reducing login friction and enhancing engagement.

To learn more about what we discovered during the QR technology build, including engineering lessons and UX/UI challenges download our white paper, Go big or stay small? Why the Smart TV experience is essential for online streaming services.

INSIDE YOU'LL DISCOVER:

- Why native Smart TV apps are critical for OTT success.
- Key challenges in TV app development and how to navigate them.
- Exclusive insights from [Passionflix](#) founder Tosca Musk on running a specialist streaming service across multiple devices.

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