

LG's new Connect SDK helps bridge the gap between mobile apps and TVs



LG today announced a new system to help bridge the gap between a range of televisions and mobile software. The Connect SDK is an open-source, multi-platform tool that developers can use to make their mobile apps compatible with different TV set-top boxes and smart TVs. In a press release, Samuel Chang, LG Electronics USA vice president and head of the LG Silicon Valley Lab said:

Connect SDK is breaking down barriers to enable apps and devices to work together harmoniously. The screen size, capabilities and social nature of Smart TVs enable experiences that consumers will absolutely love.

Connect SDK is designed to address the problem of connecting apps with a second

screen, the TV, which still serves as a main point of content consumption for many households. The company has released versions of the SDK compatible with devices on both iOS and Android.

Connect SDK will allow developers to connect their apps to devices like the [Roku](#), [LG smart TVs from 2012 and 2013](#), [LG webOS Smart TVs](#), [Chromecast](#), and [Amazon's Fire TV](#). Support for [Samsung's smart TV line](#) and the [Apple TV](#) are both in the works for a future update. Apps that display photos, videos, YouTube videos, or audio will be able to utilize the SDK to transmit these types of media to the bigger screen. This will also work for specially-designed TV-optimized web apps.

According to LG, developers will take advantage of all of these features by inserting just one line of code into their apps and developers will not have to learn the different APIs for every platform.

Future updates to [Plex](#) and [musiXmatch](#) services will have Connect SDK implemented on their backend. The founders of both of these services are excited about the power of the Connect SDK, and how it will enhance their software. In a press release, Scott

Olechowski, CTO and co-founder of Plex said:

We've already invested in making the best personal media viewing experience on the big screen. With Connect SDK, we were able to quickly extend that Plex experience to LG Smart TVs and we are now optimizing it for all of the unique webOS capabilities.

In the same press release, Massimo Ciociola, CEO and founder of musiXmatch said:

The best way to enjoy your music collection with those around you is musiXmatch. TV by nature is a social device, and we've spent a lot of time thinking about the best way to extend a big screen experience to our mobile users. The opportunity that is available with Connect SDK made the decision a very obvious one.