

Roku Unveils New Ways to Search and Discover Streaming Entertainment; Introduces Upgraded Roku 2 Streaming Player

*Search Displays Results for Movies, TV Shows, Actors and Directors across Top Streaming Channels;
New 'Roku Feed' Automatically Delivers Availability and Pricing Notices for Recent Movies*

SARATOGA, Calif. – April 6, 2015 – [Roku](#) Inc. today unveiled two new ways for consumers in the United Kingdom and the Republic of Ireland to find and discover streaming entertainment on their Roku® players. The first feature, Roku Search enables consumers to search for movies, TV shows, actors and directors and view pricing and availability details across top streaming channels. The second feature 'Roku Feed' allows consumers to follow entertainment and get automatic updates on pricing and availability. The feature is launching with a focus on 'Movies Coming Soon' taking the guessing out of when a box office hit is available for streaming, which services offer the movie or how much it costs. The company also introduced a new faster-than-ever-before Roku 2 streaming player. The new features, updated mobile apps and new player will be available to customers by early May.

"With the biggest lineup of streaming channels available, and easy and unbiased ways to find and discover movies, TV episodes; Roku players make it simple for consumers to stream the entertainment they want to watch on their terms," said Roku Chief Executive Officer Anthony Wood.

A Simple Way for Consumers to Find, Discover and Select Entertainment – On Their Terms

With a focus on giving consumers choice and control over their streaming entertainment, Roku Search gives people the ability to find what they want to watch and the power to decide how to watch it. Roku Search is a convenient and unbiased way for consumers to view filmographies and discover availability and pricing options they otherwise wouldn't have known about. Consumers can search for movies, TV shows, actors and directors and receive all available results listed by price from top streaming channels. Additionally consumers can search by streaming channel name within the Roku Channel Store making it fast and easy to find channels from the more than 1,400 options available today.

The Roku Feed lets consumer know when favorite entertainment becomes available to stream — and at what price. Roku is debuting the feature with a focus on Movies Coming Soon, which can be found under the 'My Feed' tab on the TV's home screen. Consumers simply "Follow" popular in-theater movies they are interested in and Roku will deliver automatic updates in the future as relevant streaming information about the movie

becomes available. Consumers will receive updates in the Roku Feed when a movie is first released to streaming, becomes available from additional streaming channels or changes price and becomes more affordable.

New Roku 2 Streaming Player Offer Superior Streaming Performance

The company upgraded the Roku 2 streaming player enhancing the most complete line up of streaming players that also includes the Roku 3, Roku Streaming Stick and the Roku 1.

The new Roku 2 was upgraded to match the speed and the performance of the Roku 3. It is the perfect streaming player for those who want to watch video and music without the Roku 3 enhanced remote control. The new Roku 2 offers an extraordinary streaming experience and a snappy performance for a MSRP of £69.99. It will be available starting in early May from retailers nationwide.

Updated Roku Mobile App and Software Roll Out

In addition to using the included remote control, Roku offers a free mobile app to enable consumers to control their streaming player with their mobile device. An updated version of the Roku Mobile App for both iOS and Android devices will be available by early May and will include support for the new search and discovery features announced today.

Roku will begin roll out of the software update that delivers the new features to all Roku players by the beginning of May. Under separate announcements today, Roku also shared details on similar new products and features for customers in the U.S. and Canada. More information can be found at www.roku.com/about/pressroom.

About Roku, Inc.

Roku is the creator of a popular streaming platform for delivering entertainment to the TV. Roku streaming players and the Roku Streaming Stick® are made by Roku and sold through major retailers in the U.S., Canada, the U.K. and the Republic of Ireland. Roku licenses a reference design and operating system to TV manufacturers to create co-branded Roku TV™ models. Under the Roku Powered™ program, Roku licenses its streaming platform to Pay TV providers around the world who want to use the Internet to deliver entertainment services through streaming players. Roku was founded by Anthony Wood, inventor of the DVR. Roku is privately held and headquartered in Saratoga, Calif., U.S.

Roku and Streaming Stick are registered trademarks and Roku TV and Roku Powered are trademarks of Roku, Inc. in the U.S. and in other countries.

###

Media Contacts:

Roku

Mike Duin

mduin@roku.com

+1 408 915 5038

Add Context