



Plex shifts from a streaming server to an AVOD platform

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Plex is a household name for anyone in the industry and they have carved out and dominated a niche for the last couple of years. Plexing has been a thing even before Chromecast or Airplay came into the game and the usage on our Smart TVs has been consistently growing over the years. So when they decided they'll pivot into the AVOD space, we knew we wanted to be among the first to offer their service.

And today we have launched their revamped service on our devices, which means anyone running a VIDAA TV bought in 2019 or later in the US and Europe can enjoy an amazing array of advertising-supported content on their devices, straight from the app. And they have some pretty cool shows in the library, like the Antique Road Show, Deal Hunters, and The Border, as well as some neat movies like Black Eagle, Frequencies, or Bad Roomies.

The app also neatly integrates news content coming in from various providers into a single user interface which will come in handy for all the news buffs, and features a podcast section as well, which is an interesting addition to anyone wanting to access podcasts on their TV. And if you're wondering why you'd want to listen to podcasts on your TV, VIDAA allows for a very easy way of turning off the picture for an audio-only experience, which is pretty cool, especially if you're using a TV with great speakers, like the latest flagship Hisense U8QF range with JBL speakers and Dolby Atmos support.

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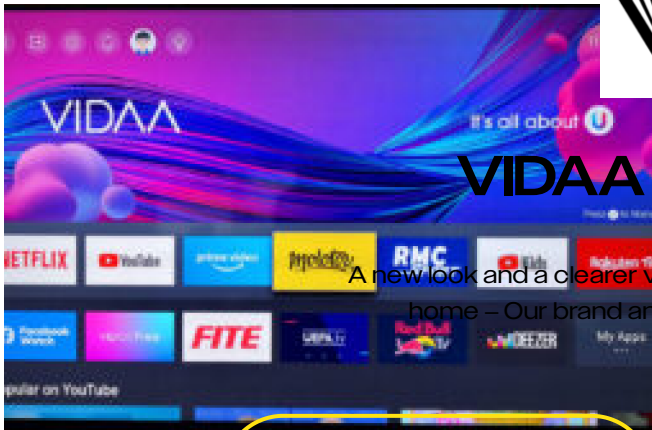


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