

NEW YORK--([BUSINESS WIRE](#))--Accenture (NYSE:ACN) and KPN (NYSE:KPN), one of the leading telecommunications and information communications technology service providers in the Netherlands, have developed a proof of concept using Google Glass and the [Accenture Video Solution](#) (AVS) for interactive television viewing, storage and control that has the potential to greatly enrich the TV user experience. While not yet developed as a commercial product, the companies are exploring the potential applications of wearable technologies for television viewers.

The companies will demonstrate the proof of concept at Mobile World Congress in Barcelona. Using KPN's Interactive TV service, which is built on the Accenture Video Solution [software](#) platform and enables subscribers to watch TV on more devices, the companies will show how Google Glass integrates with the AVS platform to offer hands-free, voice-controlled interaction, and seamlessly shares TV content between the main TV screen and Google Glass.

Three examples will be demonstrated:

1) Advanced Remote Control or Companion Device, which enables viewers to control TV functions like channel, program, and program preview selection, volume control, pause, and fast forward/rewind, giving viewers a single, platform-independent device to manage and control the TV directly.

2) Second Screen, which allows viewers to access an extra layer of real-time information while watching programs. For example, as people watch live sports events, they can access statistics and other results or review event highlights, for an enriched and personalized TV experience.

3) TV Everywhere, which enables viewers to select a program stored on the cloud, and continue watching it on another device while away from the primary TV.

“Accenture's Technology Vision 2014 shows that companies and consumers are extremely interested in the practical possibilities of connected intelligence and wearables

such as this Google Glass proof of concept,” said Tom Loozen, managing director for Accenture’s Communications industry group. “This sort of innovation has enormous potential to offer users real-time access to an extra dimension of personalized functionality and information.”

“We are constantly looking for differentiating services we can offer to our subscribers,” said Diederik Rosenbaum, director TV at KPN. “In the past, we were the first to bring relevant innovative services to the Dutch market like 4G, TV on mobile devices and start-over TV. This concept is the latest idea we are exploring to enrich the TV experience of our customers.”

The proof of concept was developed in collaboration with researchers at Accenture Technology Labs.

More information on this proof of concept can be found [here](#).

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 281,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

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