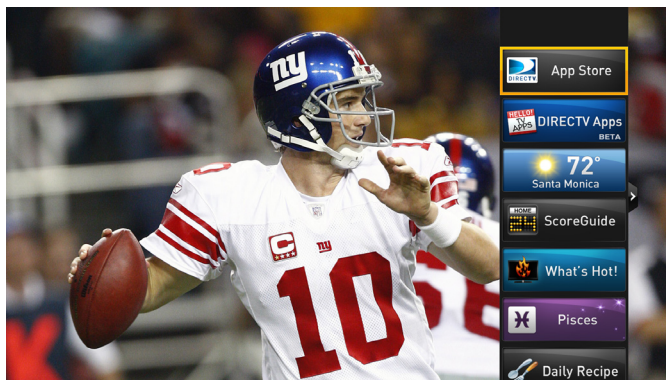


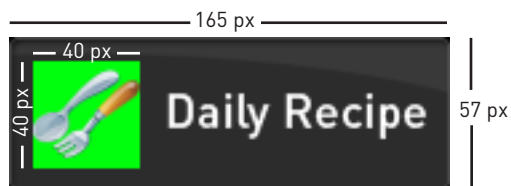


DIRECTV APP DESIGN GUIDELINES

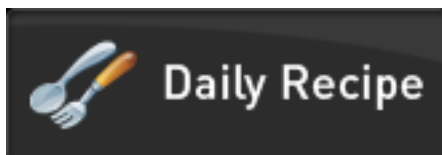
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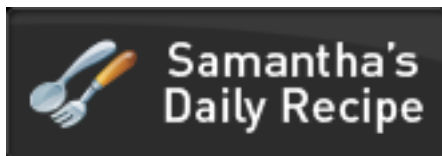
DIRECTV App Dock



Dock Icon Dimensions



Example: A



Example: B

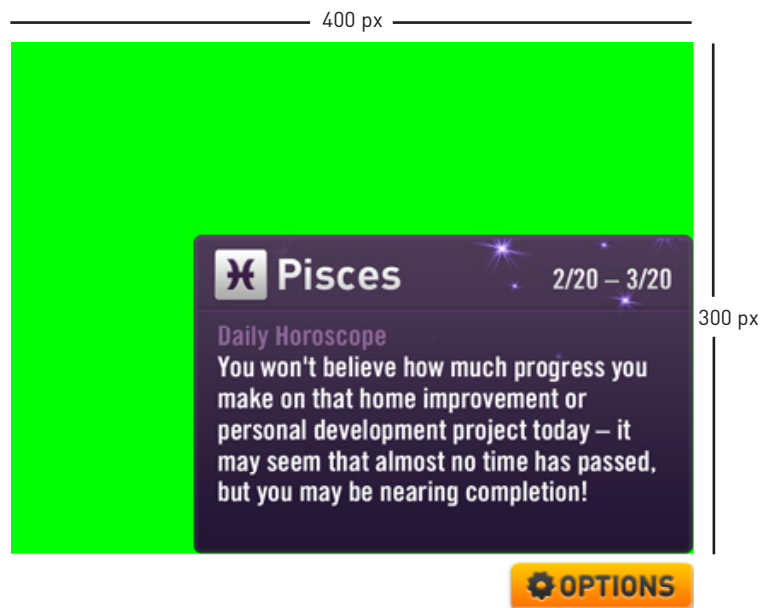
DOCK ICON GUIDELINES

1. The dock icon should always contain the name of the TV App and a graphic logo of the TV App. See example A.
2. The size of the dock icon should be 165 pixels wide by 57 pixels high. See dock icon dimension.
3. The size of the graphic logo within the dock icon should be 40 pixels wide by 40 pixels high. See dock icon dimension.
4. Font specifications: DIN Medium, Size: 18 pt, Color: White.
Note: If the font, DIN is not available, Helvetica in regular weight size 18 pt or Arial in regular weight size 18pt in white color may be used.
Depending on the length of the TV App name, it can either be one line or two lines. See example A and B.
5. The background color should always be the default black color provided in the dock icon template.
6. The final file format should be a 24 bit PNG.



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DIRECTV App example

TV APP GUIDELINES

A TV App is constrained by a dimension of 400 pixels wide by 300 pixels high. While your TV App may appear to the user to be smaller than 400 x 300 pixels by adding transparency, the final graphics displayed will always be 400 x 300 pixels.

We have found that fonts smaller than 18 pt are difficult to read. Large fonts are easy to read, but you may not be able to fit enough text within the TV App to get your point across. A balance must then be made to make the font large enough to not strain a user's eye while still providing enough information to keep them interested. Legibility also increases as the contrast between the text color and background color increases.

OPTIONS BUTTON

An option button automatically appears when the TV App has parameters that can be set by the user.