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Subject: Re: Roku

Posted by [Wayne Parham](#) on Sun, 13 Jun 2010 03:02:33 GMT

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A couple days ago, Roku rolled out a new software update that allows you to peruse the Netflix catalog directly from the device. Prior to this, you had to "check out" videos using some kind of portal, a computer logged into the Netflix website used to select videos and add to the streaming "queue". Only then could you gain access to the videos from the device.

I always hated that, the user experience that required a two step process, an internet portal check-out process followed by inbound queue selection on the device. But it is the norm. Most of these device manufacturers, from streaming content to eBooks, have the two step process in their heads. It sucks. So I applaud Roku for implementing this new feature, the ability to browse the entire catalog from the device.

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