

Press release

ruwido remote 'tau' wins red dot design award

Cologne – ANGACable – 2010-05-04 – austrian remote control specialist ruwido has been awarded the world's most prestigious 'red dot' design award for the 'tau' remote control.

ruwido austria today announced that it has been honoured with the world's most famous design award. Innovative design and intuitive handling characterize the remote controls developed by the Austrian company. In the 'red dot award: product design' category, the red dot certificate was awarded to the 'tau' remote control by a top-level jury of experts in honour of its outstanding design attributes. The gala award night, with more than 1,000 guests, will take place on 5th July, 2010, in the Aalto-Theater, Essen, Germany. 'tau' will be part of a 4-week special exhibition in the red dot design museum in Essen, which is the European cultural capital 2010.

Straight, slim and shiny, tau's smooth glass-like appearance, in combination with an aluminium side-frame, turns home cinema control into both a visual pleasure and a perfect usability experience. ruwido's tau is the first remote control with a newly developed interaction concept. A raised 'T' is located in the center of the user interface – surrounded by the most common functionalities: cursor directions, 'ok' and 'exit'. Once the allocation is remembered, the user does not have to look at the remote anymore. With this easy and intuitive navigation of menus, tau has been developed especially for set-top boxes. Equipped with a magnetic battery cover, battery change itself becomes a premium quality experience.

Since button functionality and printing can be adjusted to customer's wishes and specific menu requirements, tau suites every type of application in an ideal way.

'All products honoured with the red dot award had to satisfy an international jury of experts. These products excel in outstanding design and innovative attributes and had to prove their quality in one of the toughest design challenges worldwide,' explains design expert Dr. Peter Zec, Initiator of the red dot design award. This year designer and companies of 57 nations with 4,252 products have entered the red dot award: product design.

To try navigation with the tau yourself, please visit ruwido at ANGACable hall 10.2, booth J19 or go to www.ruwido.com.

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red dot design award

The red dot design award has his origin already in 1955 and is the biggest and most famous Design Award worldwide. It is awarded in three different categories: 'red dot award: product design', 'red dot award: communication design' and 'red dot award: design concept'. In 2009 more than 12.000 applications from more than 60 countries have been entered to the red dot award.

Find out more about the red dot award on <http://en.red-dot.org/product-design.html>.

about ruwido

ruwido is a leading provider of input devices such as remote controls and keyboards that enable consumers to access a richer, more interactive digital TV experience. The company specializes in innovative design, enhanced technology and scientific research to enable intuitive navigation and user experience excellence. Premium manufacturer brands and premium IPTV and interactive TV service providers around the world rely on ruwido solutions.

Founded in 1969 in Salzburg, ruwido is built on 40 years of experience in the consumer electronics market. With 20 per cent of ruwido's 190 employees dedicated to research and development, the company excels in new interaction techniques, user experience and usability concepts. Find out more about ruwido on www.ruwido.com.

Pictures



ruwido_tau_01.jpg



ruwido_tau_02.jpg



ruwido_tau_03.jpg

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