

*Press release*

## **ruwido enables central control of every living room device with voco media**

**Cologne – ANGACable – 2010-05-04** – ruwido austria today announced the launch of a learning functionality application for its voco media interactive IPTV platform. This function enables consumers to control a number of devices in the home through the set-top box. Via the new application, the main functions of any device that that operates through infra-red, can be controlled on the TV screen.

voco media supports the user to 'learn' information about all other devices and stores the learned information on the voco remote control, making the remote control universal for the most often used functions. The user can operate the other devices comfortably via the TV screen.

"The learning functionality of the voco media interactive application gives consumers the power to control many different devices within the living room all through one central menu in the user interface and the voco remote control," said Dr. Regina Bernhaupt, head of user experience research, ruwido. "We invest a large amount of time in our research to understand what consumers want from their television service, and the launch of this new voco media application is a response to the desire to operate multiple devices through the television. A remote control with just six buttons can now be used to adjust sound and light levels of a number of everyday household appliances."

voco media supports individualisation and child safety by using fingerprint identification. The system provides personal menu settings, access to private music, picture and movie libraries, VOD, EPG and time shift functionality, as well as various time, channel and application filters for child safety. voco media enables the easy and intuitive use of interactive TV by all family members and all kinds of users, including children and the elderly. This enhanced technology also allows for a far more personalized television experience.

If you would like to find out more about voco media and other new interactive technologies by ruwido, please visit the company's stand at ANGACable (J19).

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Notes to editors:

## about ruwido

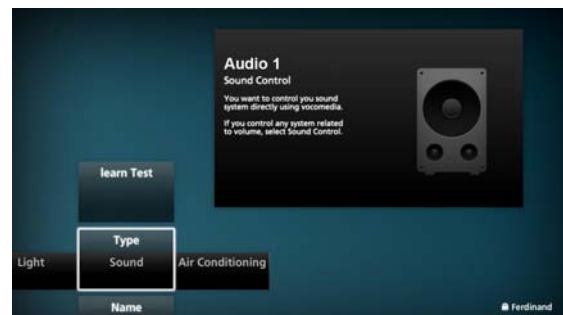
ruwido is a leading provider of input devices such as remote controls and keyboards that enable consumers to access a richer, more interactive digital TV experience. The company specializes in innovative design, enhanced technology and scientific research to enable intuitive navigation and user experience 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](http://www.ruwido.com).

## Pictures



ruwido\_voco-media\_system.jpg



ruwido\_voco-media\_learning.jpg

## Contact

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