

*Press release*

## **ruwido enhances tau remote control with capacitive sensor**

*Neumarkt, Austria – 2010-07-12 – Austrian remote control specialist ruwido has today announced the launch of an updated model of its award-winning 'tau' remote control that features a new capacitive sensor area.*

ruwido austria today announced that it has launched a new model of its award-winning 'tau' remote control device, which has been enhanced with a capacitive sensor for greater navigation functionality and improved ease of use. The enhanced model's touch cursor enables the user to navigate on-screen menus, change channel and adjust volume simply by swiping a finger across the surface of the device. LED lights provide visual feedback for accurate use.

The new model also features a USB connection that can be used to recharge the integrated battery and enables future software and database upgrades to be downloaded to the device.

"We're delighted to launch this new model of the tau device, further improving its existing high quality and innovative design features," said Ferdinand Maier, Managing Director, ruwido. "The capacitive sensor control adds to the user experience and brings remote controls in line with other next-generation interactive services that are being launched throughout the TV industry. The new model makes it easier for consumers to navigate through services and applications, and represents our continued commitment to maximizing the user experience and developing intuitive, value-adding solutions."

tau's smooth glass-like appearance, in combination with an aluminium side-frame, contributed towards the device being awarded the prestigious red dot design award on July 5<sup>th</sup> 2010.

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## 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\_tau\_cap01.jpg



ruwido\_tau\_cap02.jpg

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