

Press release

ruwido's organic haptic devices synchronize mind and sense

Neumarkt, Austria – 2010-09-09 – At IBC, ruwido presents a new interaction mechanism that synchronizes mind and sense. The innovation of the Austrian human interface specialist focuses on organic haptic features and provides individualisation via fingerprint recognition. The 'r97' organic haptic control device gives far more than just the ability to press a button: with continuity keys consumers can simply feel the speed and depth of interaction.

"When controlling a device, I do not want to think about the technique, I just want to do it! That's a fundamental wish of every consumer, no matter how old, of which nationality or gender," said Dr. Regina Bernhaupt, head of ruwido user experience research, ruwido. "We examined the media consumption habits in several European countries over the last six years. Our studies show that consumers neither want to dance a waltz to switch the channels nor are they willing to integrate complex interaction methods in their living room, when they simply want to watch TV or a movie. The secret to intuitive interaction and therefore the consumer's hearts is to synchronize mind and sense."

The r97 organic haptic remote enables consumers to control the TV without thinking, but nevertheless relies on approved and often practiced usage patterns. Focused on the main navigation tasks, the 4-key layout itself simplifies interaction. When sliding the keys in defined directions, the organic haptic allows the viewer to sense and control the degree of interaction. By increasing or decreasing the applied force, the user can intuitively control how fast they want to scroll through a menu or an image slide show.

The r97 organic haptic is part of the r97 remote control platform that is presented at IBC 2010 by ruwido. The full range of devices embraces different interaction methods, from full button layout to individualized access and 6-key navigation.

ruwido (1.D68) is demonstrating its interactive solutions and remote control devices at IBC, which use multi-touch navigation and infra-red technology to operate interactive digital TV. On-stand demonstrations show that ruwido's products offer innovative design, high quality, enable intuitive handling and an enhanced user experience.

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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.

Contact

ruwido austria gmbh

Martina Kick
Marketing & Communication Manager
Köstendorfer Straße 8
5202 Neumarkt a.W.
Austria

tel +43 (0) 6216 / 4571-0
fax +43 (0) 6216 / 7291
martina.kick@ruwido.com
www.ruwido.com

Platform PR

Ian Westover
PR Executive

tel +44 (0) 20 / 74864900

ian@platformpr.com

Pictures



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