

Press release

ruwido presents media consumption study at IBC

Neumarkt, Austria – 2010-09-06 – At IBC, Austrian remote control specialist ruwido will present the latest research results on consumer needs and user behaviours. Entitled 'Media Consumption is Revolutionized? Cross-Media Usage in European Households', Dr. Regina Bernhaupt, head of user experience research, ruwido, will present the findings at IBC during the conference session 'Going social: the implications and opportunities of interactive media'.

The presentation focuses on findings from a set of ethnographic studies conducted over the last 6 years and shows the change in media consumption behaviours of user groups comparing households in France and Austria. "One of the primary goals of the studies was to investigate media usage in terms of device usage and the consumption context," said Regina Bernhaupt. "To understand the needs of our consumers, the studies looked at what interaction techniques people are currently using in their households, especially their living rooms. Activities we studied include watching TV, using IPTV services, and entertainment devices like game consoles and mobile phones. The results of these extensive studies are laying the basis for the development of user-centered and user-desired cross-media and cross-device IPTV solutions."

The session, from 8:30 am to 10:00 am on Thursday 9th September 2010, will highlight advanced technologies such as immersive viewing and how growing consumer demand for an advanced interactive experience will be met efficiently. A special focus lies on the investigation of current trends in the living room and how to support the user needs with new interaction techniques and an excellent user experience.

"Interactivity, time-shifted viewing and social networking are key issues for an ever increasing number of viewers who want to choose where, when and how they consume media information and entertainment," continued Dr Bernhaupt. "The session will explore this trend and advise delegates on how it will impact on their businesses. I look forward to addressing IBC delegates to present the findings of our research and to discuss how meeting the needs of today's consumers can set the industry pace of tomorrow."

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 will show how ruwido's products offer innovative design, high quality and usability, to 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.

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