

*Press release*

## **ruwido enables secure social communication via Infra-Red**

**Neumarkt, Austria – 2010-09-09** – At IBC, ruwido, the Austrian remote control specialist, presents a social communication unit with video and voice transmission via infra-red for easy and secure installation in the living room. While discussions about the security and privacy of wireless internet and common online chatting applications are ongoing, the infra-red protocol of the ruwido solutions ensures that all information stays private and cannot be picked up by any receiver outside of the room.

“Who doesn’t like chatting with friends whilst watching TV – commenting on the actors in soap operas, or statements made on talk shows?” said Dr Regina Bernhaupt, head of user experience research, ruwido. “Unfortunately, with our busy modern lifestyles, being surrounded by loved ones in the living room is often not possible. However, if you were having a private conversation over video chat, you would want to be completely sure that no-one else would have the chance to listen in, or have access to the transmission signal. ruwido Austria provides a solution that ensures private content stays private, whilst offering the user comfort and ease of use.”

Being able to place the social communication unit on the living room table allows to control the camera perspective - showing just a small part of the living room or several people sitting in front of the camera. The technological basis for the social communication application can be integrated into every IPTV system enabling two-way infra-red communication.

The strong demand for social communication while watching TV is one of the findings of ruwido’s ethnographic studies, in which households in France and Austria were examined regarding their media consumption behaviour over the last 6 years.

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](http://www.ruwido.com).

## Pictures



ruwido\_social-communication-unit.jpg

## Contact

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