

Press release

ruwido infrared technology goes social at ANGA Cable 2011

Neumarkt, Austria – 2011-05-03 – ruwido, the Austrian human interaction concept specialist, will demonstrate its social communication unit at ANGA Cable 2011 (Cologne, May 3rd-5th, booth J19), which enables video and voice transmission via infrared signal for easy and secure application in the living room.

More and more operators look towards cable / IP hybrid service delivery: differentiation is key in the market. By integrating ruwido's social communication functionality, operators are now able to provide a social, secure and private television experience, thanks to the infrared technology used for this application.

"There continues to be an increased focus on how consumers shape the social experience of watching television: by sharing their comments and alerting friends and family about their favorite programs," said Dr Regina Bernhaupt, head of user experience research, ruwido. "The strong demand for social communication while watching TV is one of the key findings of our own ethnographic studies. As media convergence continues to grow and become more widely accepted among consumers, discussions about the security and privacy of wireless internet and common online applications are ongoing. The infrared protocol of our solutions ensures that all information stays private and cannot be picked up by any receiver outside of the room."

The social communication unit can be flexibly used as it is designed to be positioned on the living room table. It enables users to choose the camera angle and perspective, whether they want to show the whole room, several people sitting in front of the camera, or just a face. The social communication application was specifically developed for ruwido human interfaces and interaction concepts, but can easily be integrated into any IPTV system, no matter which platform it deploys.

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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.

Pictures



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