

Press release

ruwido combines "mind and sense" with its organic haptic interaction concept

Neumarkt, Austria – 2011-05-03 – ruwido will unveil its latest innovation for the TV viewing experience at ANGA Cable 2011 (hall 10.2., booth J19), with the launch of its organic haptic interaction concept. The new solution is based on a brand new monolithic functional body device which synchronizes mind and senses to provide full feel and control for interaction with TV services.

Tactile feedback plays a major role in determining whether users actually feel 'in control' when interacting with electronic devices. At ANGA Cable ruwido will provide visitors with insight on why common touch screen or button operated devices do not provide sufficient tactile feedback, and enable them understanding the requirement for organic haptic interaction for future services.

"Tomorrow's TV services will no longer be differentiated just by price, but by the way services and content are offered to the consumer," said Ferdinand Maier, Managing Director, ruwido. "Do users easily find their way through the labyrinth of choice? Are they getting a really excellent experience with the applications offered by their interface? One of the main challenges for today's user interaction concepts for iTV systems is how to intuitively visualize a large number of content items. Whatever format - in lists or as icons in a grid – today's interaction mechanisms do not support satisfactory navigation through large quantities of data. Intuitive and confident interaction with the interface is an important precondition to create an excellent overall user experience for all senses."

When using an input device with buttons, users simply press the button for longer to speed up the navigation. The ruwido organic human interface, however, allows faster, more intuitive navigation by enabling viewers to physically push the moveable slide of an input device faster. Depending on how much distance the moveable slide can cover (subject to technical specification of the device), the more tactile resistance is experienced by the user: thus enabling them to directly communicate their intentions to the interface (push faster - go further, get more feedback, push even more to go further).

Organic haptic interaction enables:

- operators to bring services and content perceptively closer to the consumer
- the user to intuitively select services without any cognitive effort
- the interface to react on even the smallest changes in how the user is controlling the interaction.

The key element of the organic haptic interaction concept is the functional body of the input device. This functional body is completely monolithic. The monolithic shape minimizes the required number of buttons for functions – because specific functions can be performed by changing the orientation or direction of the monolithic device (e.g. turn device left – on/off, turn device right – volume up/down). The monolithic design creates a sense of simplicity and is transforming the interaction with the iTV content down to its basic essence.

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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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