

Press release

ruwido presents the r97 platform – the new standard for remote control design

Neumarkt, Austria – 2011-05-03 – ruwido presents the new 'r97' remote control platform at ANGA Cable 2011 (Cologne May 3rd-5th, booth J19). The new r97 is intended to become the new ruwido standard remote control design, succeeding the long serving, extremely popular r77 series. This represents a significant step, since the r77 is a true all-rounder, fulfilling the customer's every needs and imaginations regarding design, value for money and application flexibility for nearly a decade.

"At ruwido we have been saying for a number of years that TV input devices are increasingly becoming technical jewels and highly sought-after design objects. More and more providers are opting for a remote control that tangibly underlines the design and lifestyle claim of their brand," said Ferdinand Maier, Managing Director, ruwido. "It is against this background that we decided to invest in research and development far beyond just the technical aspects, to create high quality, intelligent and individual designs that give customers an unmistakable excellent quality experience in addition to the intuitive use of functions.

The remote control – despite its name, gets closer to the consumer than any other device in the entertainment electronics sector."

The r97 platform comprises a full range of devices embracing different interaction methods, from full button layout to individualized access and 6-key navigation. The keypad layout, material and finishing variation possibilities are nearly unlimited, resulting in the ability to offer straight forward, but still extremely attractive models, as well as sophisticated design and style icons designed to impress with the highest standards of technology, craftsmanship and material.

ruwido (booth J19) is demonstrating the new r97 remote control platform at ANGA Cable 2011. On-stand demonstrations show that ruwido's products offer innovative design, high quality, enable intuitive handling and an enhanced user experience.

###

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

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

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

Platform PR

Ian Westover
PR Executive

tel +44 (0) 20 / 74864900

ian@platformpr.com

Pictures



ruwido_r97_01.jpg



ruwido_r97_organic-haptic.jpg



ruwido_r97_03.jpg



ruwido_r97_02.jpg