

Press release

ruwido demonstrates 'slider infrared input device' at ANGA Cable 2011

Cologne, Germany – 2011-05-03 – ruwido will demonstrate its innovative slider infrared input device at ANGA Cable 2011 (Cologne May 3rd-5th, booth J19), which features a retractable keyboard for dual interaction usage. The infrared input device is designed specifically for use with IPTV applications and devices with OTT or 'fenced' internet services, or social media applications where the occasional or frequent input of data may be possible.

"Given the way that the television landscape is changing, with more content available from more sources, as well as consumer desire to make TV a more social experience, the way that viewers interact will evolve as well," said Ferdinand Maier, Managing Director, ruwido. "ruwido's long-established innovation in next-generation devices and know-how for the human interface ensures that our solutions provide application experiences that will enable users to intuitively gain the most out of their television services. Our slider remote is based on years of our own research that determined that a handset should be able to perform more functions than only controlling the TV and set-top box, and that speed of operation would be increasingly important as the new age of converged media dawned."

The slider remote features two keypads – one for 'traditional' interaction with a specific device, and the other a retractable alphanumeric keyboard for the input of letters, numbers and symbols. The ruwido slider has two transmission units, which are activated one at a time, and is built with a shiny, glass-like black surface featuring a flat aluminium die cast keyboard.

ruwido is demonstrating a range of interactive solutions and remote control devices at ANGA, which use new interaction techniques and Infrared 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.

Pictures



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