

IBC Press release

ruwido launches 'aura' for the true synchronization of mind and sense

Neumarkt, Austria – 2011-09-12 – ruwido has unveiled its latest innovation for the interactive tv viewing experience at ibc 2011 (**hall 1, booth f68**), with the launch of the aura interaction mechanism. The new solution enables a combination of a lean-back experience and the active interaction with the ever increasing number of services and content. Based on a new concept enhancing tactile feedback, aura enables the user to feel in control while selecting in thousands of content items.

When using an input device with buttons, users simply press the button for longer to speed up the navigation. aura, however, allows faster, more intuitive navigation by enabling viewers to physically push the control of the input device stronger or less strong, faster or slower. Content discovery is an easier, quicker and more intuitive process, allowing the user to quickly navigate in catalogues to find exactly what they want to watch, whether within the EPG or on-demand library.

"So much of the industry focus is on next-generation services such as on-demand and 3D services, yet the user experience should not be ignored. It is, after all, the gateway to enhanced revenues and increased loyalty towards an operator," said Ferdinand Maier, CEO, ruwido. "The way in which users interact with their TV service is vital in ensuring they maximize the value of the content available to them. By intuitively enabling them to scroll through available programs, the better visibility there will be for the full library. Precision is vital in this case – if users find it hard to find exactly what they are searching for, they will get frustrated and give up. aura measures the user's intention for how they want to interact and engage with the TV. It changes the way we select our favourite programmes and provides greater visibility to content than ever before."

The key element of aura 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 – volume up/down). Simply turning the device and putting it for example on the living room activates the TV to be turned off.

The monolithic design creates a sense of simplicity and is transforming the interaction with the iTV content down to its basic essence. The aura interaction mechanism enables operators to bring services and content perceptively closer to the consumer, it enables the consumer to intuitively select services without any cognitive effort and enhances the precision when interacting with content.

The aura concept is bringing content closer to the user by enhancing the interaction mechanism. aura touches the customers mind and senses giving them an intuitive control for all their content.

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about ruwido

ruwido is a leading provider of input devices and interaction mechanisms in the context of the home. 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 more than 40 years of experience in the consumer electronics market. With 25 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
marketing@ruwido.com
www.ruwido.com

Platform PR

Ian Westover
PR Executive

tel +44 (0) 20 / 74864900

ian@platformpr.com