

IBC Press release

ruwido presents consistent design at IBC

Neumarkt, Austria – 2011-09-08 – At IBC 2011 (booth 1.F68) ruwido will show how consistent design creates added value by touching the emotion of people.

“A consistent look and feel is an important factor in creating a positive impression on TV viewers and making them proud to own that box and be a subscriber of premium services. It is vital to touch the emotions of the user and make them actually want and need to own that device,” said Ferdinand Maier, managing director, ruwido. “It is clear throughout the consumer electronics world that good design and innovative usability drive desire. Why should the same not be applied to the set-top box – the entertainment hub of the living room and the most important public device in the house? Television content is designed to connect with people and their emotions, and that’s exactly how we feel about the devices which deliver this content.”

At ruwido’s booth at IBC, the company will display concept designs of set-top boxes that show how it believes they could, and should, look in the future. The designs have been matched with ruwido’s highly innovative and stylish range of input devices, including the organic haptic device, award-winning ‘tau’ and the r97 range. tau’s smooth glass-like appearance, in combination with an aluminium side-frame, contributed towards the device being awarded the prestigious red dot design award in July 2010.

“It is all about consistency,” continued Mr Maier. “People do not want to spend lots of money on a high quality television if the set-top box and input device that they get from their operator does not look as good and does not provide the same joy to own that the screen does. By offering premium, top-end input and receiver devices, operators can evoke a sense of joy and pride in their subscribers, which leads to a reduction in churn.”

Additional demonstrations at ruwido’s booth at IBC include the company’s new ‘companion box’, a solution that connects smartphones to the television in the living room to individualize content offerings and personalize the viewing experience.

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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.

Pictures



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