

*IBC Press release*

## **ruwido brings innovative control to the TV**

*New ergonomic user interface delivers exciting interaction to the multimedia TV experience*

**Neumarkt, Austria – 2011-09-12** – ruwido, a leading provider of input devices and interaction mechanism systems that enable consumers to access a richer, more interactive digital TV experience, is introducing and presenting voco media on the STMicroelectronics' Freeman Ultra TV platform at IBC 2011 in Amsterdam.

voco media running on the Freeman Ultra platform, fully supports smart TV use. The interactive on-screen menu, combined with the minimalistic remote control, allows a new form of user experience directly on the TV without the need to use a variety of remote controls.

"The cooperation between ruwido and STMicroelectronics enables new forms of user interfaces for the end consumer. The long standing expertise of ruwido, with its innovative user interaction concepts, is combined with the latest development platforms of ST, allowing us to develop new forms of intuitive, inspiring and innovative user interfaces," said Ferdinand Maier, CEO of ruwido.

voco media is an enhanced user interface, developed by ruwido Austria in a user-centered research driven approach. It allows the user to simply navigate interactive TV content and services using only six navigation buttons. Enhanced with a fingerprint scanning solution, voco media can individualize content, reaching out to every member of the consumer's household to enhance their TV experience and enable critical functions like robust security and parental control.

The Freeman Ultra TV SoC (System-on-Chip) with a dedicated high-performance application CPU, delivers the smoothest experience of Internet TV and broadcast applications. It accelerates 3D graphics with an advanced GPU supporting Adobe Air for TV v2.5 Flash graphics that perfectly supports access to a broad range of content, applications, and services offered by ruwido and other content service providers (CSPs).

"voco media is an example of the superior functionality of the Freeman Ultra platform. It directly supports the integration of flash-based interfaces and, as a result, allows interactive TV producers, providers and consumers to benefit from our latest technologies," said Luigi Mantellassi, General Manager of ST's WAVE Division.

ruwido (1.F68) is demonstrating voco media on the Freeman Ultra platform and its broad range of interactive solutions and remote control devices at IBC. On-stand demonstrations show that ruwido's products offer innovative design, high quality, enable intuitive handling and an enhanced user 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](http://www.ruwido.com)

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