

IBC Press release

ruwido delivers user experience excellence at IBC 2011

Neumarkt, Austria – 2011-09-06 – At IBC 2011 ruwido will demonstrate how ease and enjoyment of interaction with the television, and the synchronization of the mind and senses, provide the key differentiators that make it impossible for subscribers to churn.

ruwido (booth 1.F68) knows that in order to maximize revenues, operators must deliver a premium service; not just through high quality content, but by delivering what it calls 'user experience excellence'. ruwido will demonstrate innovative solutions that enable premium operators and interactive TV service providers around the world to develop next-generation media services for their consumers.

"Central to everything we do is a rigorous programme of scientific user behaviour research which enables us to create the most intuitive and responsive control devices and interactive solutions possible," said Ferdinand Maier, CEO, ruwido. "The dedication to research and development through our user experience lab has enabled us to excel in new interaction techniques, quality of experience and usability concepts. The synchronization of the mind and senses, and that of the graphic interface and the control device, changes the way users feel about their viewing experience, and how they interact and engage with their TV offering. Service providers should not underestimate the power to increase revenues by opening new opportunities for consumers to interact with their services."

Over 40 years of experience in the consumer electronics industry has given ruwido unique and unrivalled insight into how consumers behave and interact with television. With this knowledge ruwido is perfectly positioned to offer solutions that will keep consumers engaged and excited about their TV services, enabling service providers to reduce on churn and maximise revenue.

At IBC ruwido will provide demonstrations of its industry defining solutions and discuss how the findings of extensive scientific research in the context of home become reality.

Some of the products on display at ruwido's booth include: the 'r97' remote control – the successor to the long serving, extremely popular r77 series and the 'aura' human interface.

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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.

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