

Press release

TELUS selects ruwido remote control for Optik IPTV service

Neumarkt, Austria – 2012-10-18 – ruwido, the Austrian specialist for innovative input devices, today announced it has been selected by Canadian telco TELUS (TSX: T, T.A; NYSE: TU) as the supplier of remote controls for its Optik IPTV service.

Optik™ TV provides never-before-seen functionality and features as well as more than 500 channels, including more than 135 channels in High Definition (HD). Optik TV is an IPTV based service and features PVR Anywhere, a single PVR solution that provides every digital box in your home with the ability to pause, rewind and replay live TV, schedule recordings, access existing recordings, and pause a show in one room and pick it up in another room from the same spot.

The deployment supports ruwido's efforts to expand to new markets and regions outside Europe. ruwido has supplied TELUS with its r107 remote control, which perfectly meets TELUS' objective to offer customers a simple, straightforward way to navigate Optik TV content. The clear design of the input device consists of a sleek black surface, enclosed by a galvanized frame. The high quality of the materials used, as well as the unique design, ensures optic and haptic pleasure. The r107 will be available to Optik TV customers in October 2012.

"Optik TV delivers our customers' favourite content in high definition with a unique and differentiated user experience. For us, client experience excellence must span the entire Optik TV process from content selection to navigation and input devices," said Chris Langdon, Vice-president of Consumer Products and Services, TELUS. "Given that the remote control is something all our clients use, it was important for us to select a device that not only looks great in our customers' homes but also feels great in their hands and provides a simple and intuitive navigation experience. Given the company's history of innovation in design and usability, we are delighted to work with ruwido to meet our remote control device needs."

TELUS is a leading national telecommunications company in Canada, with 12.8 million customer connections including more than 595,000 TELUS TV customers. The company

comprises a wide range of communications products and services including data, internet protocol (IP), voice, entertainment and video.

"We are proud to have been selected by TELUS to provide a remote control solution that enables simpler interaction for their interactive service and a design that supports TELUS' high quality standard and brand awareness," said Ferdinand Maier, CEO of ruwido. "Our company understands the requirements of global operators and is able to develop and customize products for different markets all over the world. For us it is important to enable user experience excellence and to offer input devices that ensure functional pleasure".

###

about ruwido

ruwido is a leading provider of input devices and interaction mechanisms in the context of the home. The company is specialised 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 consumer electronics. With 25 percent of ruwido's 190 employees dedicated to research and development, the company excels in new interaction techniques, user experience and usability concepts. www.ruwido.com.

picture



telus r107 input device

contact

ruwido austria gmbh

Nina Forman
Marketing & Communication
Köstendorfer Straße 8
5202 Neumarkt a.W.
Austria

tel +43 (0) 6216 / 4571-0
fax +43 (0) 6216 / 7291
nina.forman@ruwido.com

www.ruwido.com

Platform PR

Ian Westover
PR Executive

tel +44 (0) 20 / 74864900
ian@platformpr.com