Neumarkt, Austria – 2013-09-09 – At this year’s IBC (stand 1.F68) ruwido will demonstrate how the company is meeting consumer needs for more natural methods of engaging with their connected TV offering, creating devices which bring them closer to their chosen content by synchronizing mind and sense. ruwido is enabling ‘user experience excellence’ within the living room by way of intuitive interaction devices and solutions that enhance the viewing experience.

ruwido’s success in the exploration of user behavior is based on over 40 years of experience in consumer electronics. Beside senior spokespeople, ruwido’s director of user experience research Dr. Regina Bernhaupt will be at the show and also present two new papers at the conference of IBC in Amsterdam (September 12-17, 2013) about enhancing the user experience and usability for the future connected living room.

Dr. Bernhaupt’s first paper ‘Identifications of User Experience and Usability Dimensions for Second Screen Applications: Results from an Expert Evaluation Using Generic Task Models’ will be presented on Friday, September 13, 8:00 - 9:30 AM during the session ‘The Second Screen – From Statistics to Services’ (E102). The second paper will also be presented on Friday, September 13 at the session ‘Smart Viewer Interfaces’ (Emerald Room), 3:30 - 5:00 PM and is entitled ‘Enhancing the User Experience of TV User Interfaces: The Continuous Interaction Principle’.

“Our research aims to understand user behavior and to investigate new and innovative interaction concepts, ranging from the use of standard remote controls and enhanced forms of multimodal interaction concepts to usable second screen applications. The remote plays an integral part in intuitive navigation and studies have further shown, that by looking at the big picture new interaction techniques have to be developed in cooperation between remote control manufacturers, middleware developers and content providers in order to touch the emotions of the user and provide extraordinary user experiences,” says Ferdinand Maier, CEO, ruwido.

Alongside the company’s portfolio of award winning solutions, ruwido will demonstrate how multimodal input devices with different approaches, synchronized with corresponding interfaces can be the key for further enhancement of convenient and exciting interaction with TV services.

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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 is specialized 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**

Ferdinand Maier, CEO, ruwido

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