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## **ruwido's design competence recognized with almost 30 awards and nominations in 30 months**

**Neumarkt, Austria – 2014-09-13** – *ruwido is focused on creating input devices that touch emotions, and are a joy to own and a joy to use. The adherence to this philosophy and deep commitment to quality enables the company to excel in the development of new interaction techniques and user experience excellence.*

ruwido's research and development programmes play a key role to reach far beyond the technical aspects of input devices. This allows the company to offer intelligent and usable designs that people are proud to have on their living room table; positively supporting the operator's brand value.

"Our product solutions have to be effective, efficient and create user satisfaction. We see the fact that we have received almost 30 awards and nominations as a validation of our unique approach and recognition of our dedication to design, new technologies, materials, construction and utility," says Ferdinand Maier, CEO, ruwido. "Among the received awards are the prestigious red dot design award, German Design Award, iF design award and Good Design Award, each of them judged by an independent jury of experts".

Since ruwido was founded, the company has been at the forefront of innovation, pushing the synergy of technology and design. Multimodal input devices which integrate different interaction mechanisms, such as haptic feedback and speech transmission, are seen by ruwido as being promising interaction concepts for the future. These solutions will be further enhanced by exciting emerging technologies such as voice biometrics or mood recognition, allowing the personalization of interfaces and making content more easily accessible for users.

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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](http://www.ruwido.com).

## pictures

**ruwido**  
design competence



ruwido overview awarded design solution

## contact

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