

Press release IBC 2014 / stand 1.F68

ruwido unveils new R&D center dedicated to supporting human TV interaction

Neumarkt, Austria – 2014-09-11 – today, ruwido announced the opening of its new research and development center, which will focus on the evaluation of different interaction mechanism technologies and the construction of powerful input devices which touch the emotions of the user.

The new scientific research center has been built next to the site of ruwido's company headquarters in Austria. The new premises ensure that the entire value creation process, from proof-of-concept, design, software and hardware development through to series production, is carried out locally and under one roof. With the opening of the new scientific research area, ruwido underlines its commitment to providing very latest technology as well as usable and functional product architectures for its worldwide customers.

"ruwido adheres to its longstanding design heritage and a business model which is built around innovation and healthy, sustainable growth throughout all different areas of our company," says Ferdinand Maier, CEO, ruwido. "We've received nearly 30 internationally renowned product design award nominations or wins over the past two and a half years, such as the red dot design award, the German Design Award and the iF Design Award to name but a few. These successes reinforce our company philosophy of basing product development on the findings of our research, in conjunction with most precise manufacturing processes."

Intensive usability studies, laboratory- and field-tests are conducted at the new premises in Austria as well as at ruwido france, where a team of scientists - entirely devoted to research - works closely with the informatics research center IRIT and the University in Toulouse. ruwido's applied scientific research focuses on user experience, leading to the development of innovative designs and the evaluation of new forms of interaction, which allow the synchronisation of mind and sense.

Regina Bernhaupt, director of user experience research at ruwido and invited professor at the University Paul Sabatier and IRIT in Toulouse, will talk at this year's IBC on the subject of ruwido's latest R&D approaches and findings on interaction mechanisms. The session titled 'New consumer trends – the rise of social media and second screen technologies', will take place on Friday 12 September, from 11:30AM-13:00PM, at the Emerald room.

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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.

pictures



new research and development center in Austria



entire value creation process under one roof

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