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ruwido's research expertise awarded with the Young Professional Award at IBC

Neumarkt, Austria – 2015-09-12 – ruwido will present its latest scientific research paper 'More is more: investigating attention distribution between the television and second screen applications' at this year's IBC Conference. Raphael Guenon and Francois Manciet, two of the contributing authors, were awarded the IBC Young Professional Award for this paper.

Design is a key concept for attention. Flexible usage of multiple devices for consuming content represents an opportunity for TV service providers to reinforce customer brand loyalty by delivering a holistic approach for implementing content on different devices in a harmonious, convenient and user-friendly manner.

ruwido's latest research study therefore investigated attention distribution between watching television and synchronized second screen video game applications. The goal was to analyze the effect that levels of interactivity in highly synchronized second screen games have on attention and perceived fun, as well as how synchronized games are perceived in terms of workload and user experience.

Regina Bernhaupt, head of scientific research at ruwido, says: "It is important to investigate the impact of second screens on watching TV and how this affects interaction with content. Users must be able to seamlessly interact with content on different screens and should receive a clear indication of where they need to look. This is an area where operators need to work closely with experts like ruwido to develop an interaction mechanism that supports the synchronization of mind and sense. This not only applies to the big screen in the living room, where the remote remains king for navigation, but also to content consumption on second screens. Focus is primarily on: when, where and why a user controls content across a multitude of devices and that the remote as central device for control has to be designed along with all other devices."

ruwido will present the full findings from the research paper during the Second Screen Technologies Session at the IBC Conference, which will take place on Sunday 13 September between 11:30 am and 1 pm.

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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 Salzburg in 1969, ruwido is built on over 40 years of experience in consumer electronics. 25 percent of ruwido's 200 employees are dedicated to research and development, which enables the company to excel in new interaction techniques, user experience and usability concepts. www.ruwido.com.

picture



Raphael Guenon, Regina Bernhaupt, Francois Manciet

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