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Swisscom reinforces long-term business partnership with ruwido

Neumarkt, Austria – 2016-04-20 – ruwido builds upon strong partnership with Swisscom and unveils the next generation of Bluetooth Low Energy (BLE) remote control – the new Swisscom TV 2.0 remote – with integrated voice transmission at TV Connect.

Back in 2014, ruwido and Swisscom introduced Europe's first BLE remote control – the bidirectional Swisscom 2.0 remote control. Swisscom has since selected ruwido to further evolve the design of the remote control for release with its new Swisscom TV 2.0 UHD set-top box, extending the companies' long-term business partnership which has existed since 2005.

The new Swisscom TV 2.0 remote control is based on the first version, a Red Dot Design Award winner. Now it is lighter, slimmer and handier than ever. The updated control features round keys making it even easier and more efficient to operate. The patented ruwido line design allows for smoother transition between two housing parts for a sleeker appearance and consistent branding.

A key feature of the new design is the integrated speech transmission in HiFi quality. Consumers can easily access known content by simply saying the title, or name of an actor. Swisscom takes also the specific situation of the different dialects within the country into account. So the voice activated search functions currently support German, all Swiss German dialects and French.

"We are incredibly pleased to be continuing our partnership with Swisscom since our efforts to pioneer what was Europe's first BLE remote control," says Ferdinand Maier, CEO, ruwido. "By combining high quality button based input with the advantages of voice, we stay committed to our goal of achieving user experience excellence within the TV landscape".

Peter Fregelius, Head of TV- and Entertainment- Technology, Swisscom says: "Following the exceptional feedback of our first BLE device, it was a natural next step to work again with ruwido to design the remote control to accompany the new release of our UHD set-top-box. The design has been geared around the consumer to make content even easier to find, watch and enjoy".

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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 as well as 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.

about Swisscom

Swisscom is a leading telecommunications provider in Switzerland. More than 1.3 million customers use Swisscom TV. Launched in 2014, Swisscom TV 2.0 is completely cloud-based.

pictures



New Swisscom TV 2.0 set-top box and remote control



New Swisscom TV 2.0 remote control

contact

ruwido austria gmbh

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

T: +43 (0) 6216 / 4571 12
nina.forman@ruwido.com
www.ruwido.com