

Press release German Brand Award 2016

ruwido receives German Brand Award 2016

Neumarkt, Austria – 2016-06-20 – *ruwido was recognised for the brand management of its remote controls and interaction concepts with a German Brand Award 2016.*

The German Brand Award, launched by the German Design Council, celebrates pioneering brands and honors sustainable brand concepts and makers. "Brand management and design are closely connected and are increasingly important for businesses," says Andrej Kupetz, Managing Director, German Design Council.

"ruwido as a brand stands for fusing functional design with the latest technology and our goal is to optimise user experience. We aspire to provide a seamless experience, enabling users to easily and quickly navigate through rapidly-expanding TV offerings", says Ferdinand Maier, CEO, ruwido. "This award is testament to the consistency of our products and reinforces our belief that 'design is soul'."

The German Brand Award is divided into three categories: 'Excellence in Branding', 'Industry Excellence in Branding', and 'Excellence in Brand Strategy, Management and Creation'. ruwido was among the elected winners in the 'Industry Excellence in Branding' category.

The competition is open only to entries that have been nominated by the German Brand Institute, its brand-scouts or committees. The jury of the German Brand Award is made up of experts across various disciplines, ranging from business, education, agencies, consulting and the media. The winners were presented on 16 June 2016 as part of a festive gala in Berlin.

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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 200 employees dedicated to research and development, the company excels in new interaction techniques, user experience and usability concepts. www.ruwido.com.

about the German Brand Awards

The German Brand Award was launched to strengthen the importance of brand management as an essential factor of success for companies in the national and international competition. With the German Brand Award the German Design Council assigns a unique award for outstanding brand management.

The German Design Council is one of the world's leading centers of expertise on design. As a service provider for businesses, a forum for trans-disciplinary knowledge transfer on brands and design is offered. Corporations are supported in their brand and design development efforts and the added value of design is communicated, both, in Germany and beyond its borders.

The German Design Council was established as a foundation in 1953 by decree of the German Federal Parliament and repeatedly champions good design through its competitions, exhibitions, conferences, seminars and publications.

images



Ferdinand Maier, CEO, ruwido



label: German Brand Award Winner

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