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line – the smart device experience on TV

Neumarkt, Austria – 2016-09-09 – ruwido redefines the TV navigation experience by unveiling 'the line' at IBC, transferring the usage pattern of smart devices onto the TV in the living room.

The objective was to define an interaction mechanism that is close to the natural behaviour of the user – precise and quick. Due to the omnipresence of smart devices within almost all areas of daily life and the wide acceptance of touch interaction, ruwido has developed a way to navigate the graphical user interface of a TV screen three to five meters away from the user, with the same emotional appeal we have when we interact with our smart devices.

Ferdinand Maier, CEO, ruwido comments: "The arrangement and structure we have created on the user interface, synchronized with the interaction mechanism of the remote control, is the answer to the question of how the feeling of smart phone interaction can be transferred onto the TV in the living room".

The holistic approach offers the ability to close the physical distance between the user and the graphical user interface. Carrying on the structure of the user interface onto the navigation field of the remote control enables the fusion of two senses – the visual and the tactile, only together supporting the 'synchronization of mind and sense'.

Users are now given the power to navigate within modern user interfaces whilst never looking away from the TV screen, creating the perceived impression of touching the TV screen with a swipe of a finger.

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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 specializes 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.

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