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## ruwido Partners with TiVo to Enhance the Consumer Entertainment Experience

**Neumarkt, Austria – 2016-09-10** – *In a joint mission to make content more easily accessible for the user and to bring back the joy into navigation, ruwido is pleased to be working in partnership with TiVo.*

TiVo has decades of experience in shaping, designing and managing entertainment discovery. TiVo offers flexible advanced search, dynamic, personalized recommendations and natural-language voice-control capabilities aiming to increase engagement levels and brand loyalty.

Ferdinand Maier, CEO, ruwido comments: "We greatly value our partnership, particularly as TiVo supports textual search as well as conceptual search, which is important to our goal to reach user experience excellence as it allows for wider yet more specific search capability that is almost as natural as with another human."

"In today's world of ubiquitous content and devices, advanced discovery capabilities are crucial to connect consumers to their desired content quickly and easily", says Matt Berry, senior vice president and general manager of advanced search and recommendations, TiVo. "We understand the specific challenges faced by TV service providers, hardware manufacturers, streaming media services, broadcasters, content producers and advertisers to attract, build and retain consumers. Our solutions are designed to address those challenges by enabling superior entertainment experiences."

ruwido provides high fidelity voice transmission built into its multimodal input devices to enable improved search for specific content along with the incorporation of different forms of navigation such as high quality button based input and more dynamic forms of interaction. Synchronized with a corresponding user interface, the design strong input solutions offer a holistic approach and ensure to keep the user in control.

Together ruwido and TiVo share the same belief that entertainment discovery should be simple, seamless and personal and aim to offer users a more engaging and enjoyable experience when interacting within today's TV landscape.

Demonstrations can be seen at this year's IBC, at the TiVo stands 14.G01 and 5.A31 or at the ruwido booth 1.D69.

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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](http://www.ruwido.com).

## picture



synchronization of mind and sense

## contact

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