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First European commercial deployment of Bluetooth Low Energy remote control for Swisscom's IPTV service

Neumarkt, Austria – 2014-09-15 – *As the first company in Europe to manufacture BLE (Bluetooth Low Energy) remote controls in serial production, ruwido is reinforcing its leadership in the development of interaction technologies.*

As the media industry moves to create TV experiences that incorporate a variety of functionalities, there is a growing need to enable users to connect and interact with their TV service. Data transmission via BLE technology powers advanced remote control solutions, allowing the user to better control, access and navigate content. Wireless connectivity increases ease of interaction – like automatic firmware updates that make printed TV code lists redundant. BLE technology renders the traditional need for direct line of sight with the set-top box, while also providing significantly reduced power consumption.

To provide its consumers with a wider range of interaction methods and increased accessibility to content, Swisscom has partnered with ruwido to introduce Europe's first BLE remote control. The bidirectional Swisscom 2.0 remote control was specifically engineered by ruwido for use with Swisscom's Android-based IPTV set-top box and extends the companies' long-term business partnership.

Peter Fregelius, Head of Entertainment Devices, Swisscom says: "The remote control is fundamental to enabling our subscribers to access their favourite content, and we have worked closely with ruwido to create a new device which ensures complete ease of use with our IPTV service."

By implementing BLE technology, it is possible to deliver more information from the control unit to the set-top box and back. This way, the bandwidth between user and system is increased, supporting new forms of TV experiences. The ability to combine power efficient BLE communication with innovative new input technologies, such as touch and voice, contributes to ruwido's goal of bringing to market advanced interaction solutions that push the limits of performance.

"By integrating BLE capabilities into our design and manufacturing process, we are offering our customers the opportunity to adopt a wide range of exciting functional enhancements, adapted to their individual interface requirements. We are appreciative of our partnership with Swisscom and are exceptionally proud that we were able to bring to market our first BLE remote with such a long standing partner," says Ferdinand Maier, CEO, ruwido austria gmbh.

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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 specialised 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 190 employees dedicated to research and development, the company excels in new interaction techniques, user experience and usability concepts. www.ruwido.com

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