

Press release IBC 2015 / stand 1.D69 / under embargo until Friday September 11

The better touch ruwido launches organic haptic

Neumarkt, Austria – 2015-09-11 – ruwido will reinforce its claim of technological leadership within the industry at this year's IBC by demonstrating its organic haptic feedback mechanism, which brings the joy back into navigation.

"It's about responding to the verbal and non-verbal concerns of people within the industry", says Ferdinand Maier, CEO, ruwido. As there's no unified user, all age groups should be able to interact with content in a convenient and suitable way. With the launch of its organic haptic feedback mechanism, ruwido has become the first manufacturer to offer an alternative to touch interaction that is suitable for dynamic yet precise navigation of complex user interfaces.

Ferdinand Maier, CEO, ruwido, comments: "In today's TV landscape, we recognize that users are accustomed to the speed of smartphone navigation. But touch interaction has its limitations as a relative interaction mechanism. The organic haptic offers a solution by combining relative mapping with precise feedback, making navigation an experience in itself."

ruwido has developed this patented interaction mechanism to allow the synchronization of mind and sense. The harder the user pushes the central navigation mechanism, the faster they scroll through the user interface. If less pressure is applied, users can scroll through lists and menu items step by step.

Integrated within a multimodal product architecture, the user is given the power to decide how to interact with content while always remaining in control of the technology. For example, when incorporated within the r147 design presented at this year's IBC, the advantages of speech and haptic feedback are fused. Supported by data transmission via infrared and Bluetooth Low Energy (BLE), the input device is powerful enough to push the limits of performance with unparalleled style and functionality.

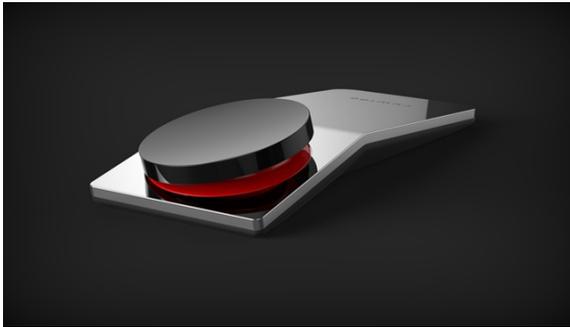
###

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 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.

pictures



synchronization of mind and sense



organic haptic feedback mechanism

contact

ruwido austria gmbh

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

tel +43 (0) 6216 / 45710
nina.forman@ruwido.com
www.ruwido.com