

Press release IBC 2015 / stand 1.D69

## **Six buttons, one voice, no limits ruwido strives for maximum user control**

**Neumarkt, Austria – 2015-09-13** – *ruwido combines visionary design and over 40 years of specialized craftsmanship to develop tailored interaction mechanisms for the evolving TV-centric market.*

ruwido is constantly striving to bring advanced interaction solutions to market that put the user back in control. ruwido has integrated Nuance's voice technologies to create multimodal input solutions that combine the best elements of voice control with haptic feedback mechanisms. As a result, users can intuitively search through large VOD libraries by simply stating a movie title.

In addition to using voice as a way to search for known content or to enter a command, voice biometrics technology also personalizes the TV experience without the need for complicated pin numbers or passwords, which makes content more easily accessible. ruwido has chosen to integrate Nuance's voice capabilities to showcase a next-generation connected home experience that allows users to discover content in a more natural way.

"Simplifying the interface that provides access to entertainment content starts with the remote control. By integrating voice technology directly into a remote control, ruwido can create a more powerful means for customers to find what they're looking for quickly and easily" says Scott Taylor, senior vice president of devices, Nuance Mobile.

"It's important that a product's design language optimally supports the usage of different interaction mechanisms integrated within an input device, and directly addresses the kernel behaviour of the user. Thanks to our scientific research, we understand the desires of today's users. Six buttons would be sufficient for navigating complex user interfaces, complemented by voice transmission," says Ferdinand Maier, CEO, ruwido.

###

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

## **picture**



Ferdinand Maier, CEO, ruwido

## **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](mailto:nina.forman@ruwido.com)  
[www.ruwido.com](http://www.ruwido.com)