

Press release German Design Award TV Connect 2016 / stand 57

ruwido receives the German Design Award 2016 in Gold for its 'leaf remote control'

Neumarkt, Austria – 2016-04-27 – ruwido has been awarded 'the Gold' label from the independent jury of the German Design Council for its leaf input device. The Gold award stands for international design excellence and is awarded to the best of the best in each category.

During a two-day jury session the leaf input device was determined as the outstanding product within the 'Computer and Entertainment' category. Measuring only 2.97 mm, leaf has a silhouette thinner than a coin cell and is currently the world's thinnest consumer electronic device.

Ferdinand Maier, CEO of ruwido, comments, "We are truly honored to have been given such a high mark of excellence for our leaf. In today's TV landscape, interaction mechanisms must be enhanced and improved to meet the user's needs to make content more easily accessible. Yet it is just as important to create a device that users will give pride of place in their living room. This award shows that by combining straightforward design with innovative functionality that is focused on usability, can touch the emotions of the user."

The multimodal device is manufactured using high quality aluminum and carbon and incorporates speech and haptic feedback. Supported by data transmission via infrared and Bluetooth Low Energy, leaf enables to reach user experience excellence when controlling modern user interfaces.

leaf can be seen as the direct result of ruwido's 'thinsizing' approach. Contrary to today's common business practice of combining as many technologies, protocols and input modalities as possible, 'thinsizing' allows ruwido to carefully remove unnecessary components, and to focus on the essentials of how users want to interact with their TV environment. The 'thinsizing' approach allows ruwido to support its partners and clients in offering uniquely tailored interaction mechanisms that truly put users back in control of their IPTV service.

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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 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 1969 in Salzburg, ruwido is built on more than 40 years of experience in consumer electronics. With 25 percent of ruwido's 200 employees dedicated to research and development, the company excels in new interaction techniques, user experience and usability concepts. www.ruwido.com.

about the German Design Awards

The German Design Award is conferred by the German Design Council, Germany's leading brand and design authority. Its mission is to discover, present and honour unique design trends. Established in 1953 as a foundation on the initiative of the German Bundestag, it supports the economy in consistently achieving brand value through design. This makes the German Design Council one of the world's leading competence centres for communication and brand management in the field of design.

pictures



leaf – tailored interaction mechanism



Gold Award Ceremony: Erwin Weitgasser, Zeug; Ferdinand Maier, ruwido; Andrej Kupetz, German Design Council

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