

Press release Red Dot Award 2017

ruwido receives Best of the Best Red Dot Award 2017

Neumarkt, Austria – 2017-08-22 – ruwido has been recognized for its TICTACTILE. system, with the highest distinction in the Red Dot Product Design Awards: Best of the Best.

Honored with the internationally sought after seal of quality, the TICTACTILE. system is an interaction mechanism that enables viewers to navigate their graphical TV user interface in the same intuitive way as they are used from smart device interaction.

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award: "The jury awards the Red Dot: Best of the Best for outstanding design. Only design visionaries can achieve the perfect harmony between the quality of the function, seductiveness, use and responsibility."

"You can see and feel on a product with a high design quality a minimum of compromises as it is always a result of absolute creation consequence," says Ferdinand Maier, CEO, ruwido. "Receiving the Red Dot: Best of the Best for the second time within the last three years represents our commitment to design being part of ruwido's DNA."

The Red Dot Product Design Awards are internationally renowned, with over 60 years of celebrating leading designs. Manufacturers and designers around the globe were invited to enter their products in the competition. The jury of around 40 independent designers, professors and specialist journalists tested, discussed and assessed each individual product, awarding the Honorable Mention for a well-conceived detail solution, the Red Dot for high design quality and the Red Dot: Best of the Best for groundbreaking design. In total, more than 5,500 entries from 54 countries were submitted.

Visit ruwido at IBC 2017, stand 1.D69 at the RAI in Amsterdam September 15-19 to see its TICTACTILE. system and the next stage in the evolution of the interaction mechanism.

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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.

pictures



Ferdinand Maier, CEO, ruwido,
Red Dot Best of the Best 2017



ruwido TICTACTILE.system

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