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ruwido announces partnership with Telia Company for remote control devices

Neumarkt, Austria – 2017-09-15 – ruwido confirms its cooperation with global telecoms operator Telia Company at IBC 2017, manufacturing the input devices that support Telia Company's IPTV-enabled services in Scandinavia and the Baltics.

Johanna Berlinde, Head of Global TV & Media Telia Company, says: "Our ambition is to give our customers a great TV experience. The remote control is part of this and is growing in importance. Through this partnership with ruwido Telia Company customers will be able to access and browse content easily - now and in the future."

Data transmission via infrared (IR) and Bluetooth Low Energy (BLE) enables the user as well as Telia Company to download over-the-air updates. This allows convenient integration of new services or the upload of infrared codes from the ruwido online IR database to support universal IR features. To enhance usability for the user, the remote control has got two on/off buttons to control both the TV and the set-top box with one device.

Due to the mitred edges and the structured button layout, the remote control features a straight forward design. The characteristic purple of Telia Company is mirrored on the central Menu button that connects the user with the IPTV services Telia Company provides. Metal membrane technology in combination with partially hard key caps ensure precise navigation as well as a premium feeling.

Ferdinand Maier, CEO, of ruwido says: "We are proud to be partnering with Telia Company and contributing to the enhancement of the user experience. Straight forward and clear navigation is becoming more and more important to control the fantastic variety of services and content available. Based on the findings during our cooperation with experts of Telia Company we have developed an input device that is synchronized with the corresponding graphical user interface, consistent in branding and easily updateable over the air."

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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.

about Telia Company

Telia Company provides communication services helping millions of people to be connected and communicate, do business and be entertained. By doing that it fulfils its purpose to bring the world closer - on the customer's terms. For more information about Telia Company, see www.teliacompany.com

pictures



ruwido partners with Telia Company



Telia Company input device

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