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## **ruwido - smart device navigation on remote control**

**Neumarkt, Austria – 2017-09-13** – *ruwido demonstrates enhanced smart device navigation on remote controls and beyond with its TICTACTILE. system at IBC 2017 featuring haptic feedback technologies for intuitive pattern control.*

The holistic approach of ruwido's TICTACTILE. system, consists of an interaction mechanism with a tactile experience, integrated with a synchronized user interface to overcome current limitations when interacting with a range of screens.

Due to the pattern structure of the navigation field of the input device that is mirrored on the graphical user interface, the system can be applied not only to the first, second or third screen in the living room, but also to other business cases like in-car infotainment systems.

"In order to make content more easily accessible it is important to offer a holistic experience for the user, no matter which screen is used to access content", says Ferdinand Maier, CEO, ruwido.

Featuring the best elements of touch, the TICTACTILE. system supports blind navigation on devices that are defined by the physical distance between humans and machines like the remote control or in-car infotainment systems, as haptic landmarks on the navigation field can easily be felt with the fingertips. As opposed to a flat touch area where the user has to evaluate the position of the pointer on the screen constantly, these haptic landmarks support ease of use, efficiency, and effectiveness by providing unobtrusive haptic feedback and simplifying target acquisition with less distractions.

"Using haptic feedback and tactile senses rather than visual to move through menus, with a pattern users will recognise regardless of the screen, ruwido provides with TICTACTILE. a solution that can truly support user experience excellence. Such an approach can also contribute to improved safety, for example; in car navigation systems," says Ferdinand Maier, CEO, ruwido.

Visit ruwido at IBC 2017, stand 1.D69 at the RAI in Amsterdam, September, 15-19 to experience the potential of the company's TICTACTILE. system.

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

## pictures



TICTACTILE. smart device navigation on remote control and beyond



ruwido – user experience excellence

## contact

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