

Show preview ANGA.COM 2018

ruwido presents user centered design approach of Android TV remotes at ANGA.COM 2018

Neumarkt, Austria – 2018-06-11 – *ruwido will demonstrate its latest designs of multimodal input devices at ANGA COM 2018 specially developed for the needs of Android TV services.*

TV platforms have been opened up to multiple content sources which means a fantastic variety of services and a multitude of offers for the user to choose from.

In order to meet the demands of today's TV landscape ruwido has developed the new Android TV remote control designs r407 and r157.7 with pure usability in mind. Integrated speech transmission allows a reduced button layout to be designed and forms the basis for a well-balanced shape. To support blind navigation, the inbuilt Google Assistant button of both devices features a distinctive shape and haptic. This ensures a high recognition value while running over it with your fingertips.

"Our aim is to generate added value as well as differentiation for our customers, by offering the latest technology in combination with emotional design. That's why we have developed two different design approaches. The r407 has a very straight forward appearance, while the r157.7 features a softer design with a pre-stressed and slightly curved surface that is also mirrored in the button layout" says Ferdinand Maier, ceo, ruwido.

'Design is soul' is at the heart of ruwido's DNA, which runs through all parts of the company's body, expressing its all-embracing commitment very clearly. This focus on the brand and ruwido's products leaves no room for interpretation, and puts premium performance at its core.

ruwido's designs are not only about integrating the latest technology within modern input devices, they're about the emotion of the user, the quality feeling of the pick-up and how the different interaction mechanisms are integrated to support the user's kernel behavior.

ruwido will be demonstrating its input solutions and discussing its findings of scientific research into users' core behaviors in hall 7 / e73 at ANGA COM, which takes place 12-14 June in Cologne.

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.

images



ruwido r407 Android TV remote control



ruwido r157.7 Android TV remote control