

IBC press release 2018 / stand 1.D69

Andorra Telecom selects ruwido to enhance the user experience

Neumarkt, Austria – 2018-09-15 – ruwido has announced a new partnership with Andorra Telecom, the national provider of universal public telecommunications services to the Principality of Andorra.

Operating and managing telecommunications services in the Principality, Andorra Telecom provides IPTV, broadband and LTE mobile connectivity for consumers and enterprises. The cooperation, ruwido's first with Andorra Telecom, will see the launch of a new remote control next year, to 'enhance the user experience'.

The remote control, developed by ruwido, was especially tailored to the needs of the corresponding User Interface of Andorra Telecom in terms of key mapping, printing as well as look and feel. A holistic system is essential for a seamless interaction and in a further step to allow 'the synchronization of mind and sense'. Featuring Bluetooth low energy and over the air update support, enables users to always have high quality control- and navigation capabilities.

"ruwido is a successful company with successful customers," said Ferdinand Maier, CEO, ruwido. "Working with us is a decision for reliability, technological advantages and design craftsmanship - and a promise not to miss out any future trends. We are extremely proud to announce our new partnership with Andorra Telecom and we are looking forward to enhancing the user experience together."

Carles Casadevall, B2C Marketing Manager, Andorra Telecom, said: "We're committed to delivering next-generation IPTV services for our customers, and that includes how they interact with their favorite content. By partnering with ruwido we're enabling Andorra's citizens to easily connect to and enjoy TV services."

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 brands around the world rely on ruwido solutions. Founded in Salzburg in 1969, ruwido is built on almost 50 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 Andorra Telecom

Andorra Telecom is the company which exclusively provides universal public telecommunications service to the Principality of Andorra. Throughout the history Andorra has adapted the range of services to the changing society and has undergone new needs in terms of connectivity. The main line of business is fixed and mobile telephony, internet and data connection services, as well as fibre optic television. www.andorratelecom.ad

contact

ruwido austria gmbh

Nina Feuerstein
Marketing & Communication
Koestendorfer Straße 8
5202 Neumarkt a.W.
Austria

T: +43 (0) 6216 / 4571 12
nina.feuerstein@ruwido.com
www.ruwido.com