

IBC 2018 / press release

## All dots connected: ruwido awarded 'best of the best 2018' for its TICTACTILE. TV user interface

**Neumarkt, Austria – 2018-09-11** – Following the success of 2017, where the TICTACTILE. remote control was honored at the red dot product design awards with the highest accolade, now the TICTACTILE. user interface has received at the red dot communication design awards as well the label: 'best of the best 2018'.

"Many can read a poem, but just a few can write it. Working with us is a decision for reliability, technological advantages and design craftsmanship," said Ferdinand Maier, CEO, ruwido.

To inspire its customers to provide a holistic experience, ruwido is creating user interface solutions that are synchronized with the interaction mechanism of the remote control like the TICTACTILE.system.

The central element of the TICTACTILE.system is the characteristic 3 by 4 grid, with a stripped down 12 area structure that is not only limited to the TV screen, or the remote control. The same grid is applicable to a variety of screens, removing the inconvenience of juggling different controls and UIs across devices and offers a consistent navigation paradigm and therefore familiarity to the user.

The potential of the system was also recognized by the independent jury of the red dot communication design awards. The TV user interface was honored with the highest distinction, 'best of the best 2018'. From over 8.500 entries, only 50 received the 'best of the best' awards for passion, creativity and craftsmanship. This follows the success of 2017, where the synchronized remote control was also honored at the red dot product design awards with the label: 'best of the best'.

"A product of good quality doesn't compromise, leaves no room for interpretation, and puts premium performance at its core," said Ferdinand Maier, CEO, ruwido.

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

**about the Red Dot Design Award**

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot distinction has been the revered international seal of outstanding design quality. More information is available at [www.red-dot.org](http://www.red-dot.org).

**images**



Ferdinand Maier, CEO, ruwido  
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TICTACTILE – synchronization of  
mind and sense

**contact**

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