

Press release IBC 2018 / stand: 1.D69

ruwido still believes: 'the living room is the campfire of the new age'

Neumarkt, Austria 2018-09-13 – *'Do we like living in a home controlled by machines?'*

'Smart homes' received lots of attention during the last few years, which for us raises the question about the kernel behavior of people. Do people want to live in a machine, a fully automated, not self-determined home? Or do people want to live in a convenient home, a living room, with no loss of control?

"We do not believe in the 'smart home', because in our point of view only people can be smart, not homes. The 'smart home' is a short term fashion whereas 'the convenient home' is a trend. The living room was, and still is the 'campfire of the new age', a safe place, and we have to respect that," said Ferdinand Maier.

Remote controls have always been designed to manage and navigate content. Now they are also powerful enough to seamlessly merge different home appliances with a consistent navigation paradigm to support convenience for the user.

Via the TV or specially designed screens TICTACTILE. controls all TV functions, but also sound systems or lightning. With the structure created, all actions are defined in a selection of more or less like volume up and down, channels up and down but also for example more light, less light. Further displays or screens are a multiplication of the 3 by 4 grid, or can also be seen as outsourced keys of the remote control. TICTACTILE. is a system that is flexible and expandable for the future.

Last year at IBC ruwido showed how the TICTACTILE.system can be applied for the automotive industry. This year on booth 1.D69 the company will demonstrate a further evolvement of the system, supporting the 'convenient home'.

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



Ferdinand Maier, CEO, ruwido austria gmbh



TICTACTILE – the convenient home

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