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ruwido and SONIFI partner to enhance the 'at-home feeling' for travelers

Neumarkt, Austria – 2018-09-05 – ruwido has today announced a partnership with SONIFI Solutions, the leader in innovative guest engagement solutions for the hospitality industry, to enhance the 'at-home feeling' for travelers when interacting with the TV in their hotel rooms.

The remote control, currently deployed within the USA and with other countries to follow, has been developed with the needs of daily use in mind and offers direct access to the TV and entertainment solutions within hotel environments. The remote features a modern design with easy-to-clean food-safe metal dome keys, with 'click' user feedback, and includes 'low voltage bit' to identify and report low battery conditions. Custom branding is available for hoteliers and brands who look to add a personalized touch.

"We are extremely proud to expand our footprint to the USA and to be partnering with SONIFI – such a successful company – whose technology solutions serve around 500 million travelers in approximately one million hotel rooms per year," said Ferdinand Maier, CEO, of ruwido. "Watching TV is a joy, and the way content is accessed should be a joy too. Therefore, we are developing interactive solutions with the highest manufacturing precision in order to provide 'user experience excellence' and also added value for our customer."

Kara Heermans, VP User Experience & Product Management at SONIFI said: "We appreciate ruwido's passion for designing products that are both functional and beautiful. Their user-centric design approach ensures intuitive interaction between remote control and TV while the sleek form factor complements the contemporary décor of our hospitality partners."

The straightforward appearance of the input device is underlined by the contrast between the precisely joined edges and the softened end of the remote control. The product architecture consists of a pre-stressed surface, while high quality metal dome membranes ensure a distinct click feeling. A clearly structured button layout that focuses on the most important functions has been specifically designed to ensure that TV content is easily accessible for a range of users and age groups.

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.

about SONIFI

SONIFI Solutions, the leader in innovative guest engagement solutions for the hospitality and healthcare industries serves 500 million travelers in approximately one million hotel rooms annually. The company's core services include internet services, streaming, interactive television, and free-to-guest solutions along with unparalleled nationwide technical support and professional services. www.sonifi.com.

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SONIFI enhances the at-home feeling



SONIFI input device – user-centered design approach

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