

Press release ANGA COM 2019

## **ruwido – design, development & production made in Austria**

### ***Neumarkt, Austria – 2019-05-27 – The future is the present of tomorrow.***

*ruwido's roots run deep and the company is proud of being able not only to develop and design remote controls within Europe but also to manufacture them at its headquarters in Austria. "This allows us to always be a 'heartbeat' ahead in innovation and technology," says Ferdinand Maier, CEO, ruwido.*

"During the last decade, the interaction mechanism of smart devices has become a kernel behavior of people. To implement this also for navigation from the distance (with the remote control) is the order of the day. A first step forward into that direction was the development of our TICTACTILE. system," says Ferdinand Maier.

### **Awarded Design**

Being honored with two "red dot: best of the best" awards, one for the product architecture of the TICTACTILE. remote control and one for the aligned tv user interface, confirms that the company is on the right track.

### **TICTACTILE. benchmark for the future**

The idea behind the creation of the bidirectional TICTACTILE. system was to define an interaction mechanism that allows to navigate the user interface of a TV screen three to five meters away, with the same emotional appeal we have when we interact with our smart devices. Bringing the structure of the user interface to the navigation field of the remote control closes the physical distance between the user and the graphical interface.

### **TICTACTILE. finds its extension in the convenient home**

Via the TV or specially designed screens users can control all TV functions, but also sound systems or lightning for example. With the structure created, all actions can be 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 4 by 3 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.

"We are a company with handshake quality. Working with us is a decision for reliability, technological advantages and design craftsmanship - and a promise not to miss out any future trends. We hope our customers can feel how committed we are, that we are proud of what we are developing and that we are truly convinced that

TICTACTILE. will be the right direction for providers to gain a strong footprint within the tv landscape,” summarizes Ferdinand Maier.

ruwido will be exhibiting at ANGA COM, hall7 booth h69, which takes place on June 4-6 in Cologne.

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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 1900 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)

### images



Ferdinand Maier, CEO,  
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TICTACTILE. synchronization of  
mind and sense

### contact

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