

Press Release

SLIMLINE by ruwido: Premium look, feel and control for premium content and brands

remote controls now slim, sleek, stylish and in-tune with life style trends – “high touch in our high tech world“

- modular product concept allows individual customisation at reasonable cost
- new design combines unsurpassed product quality and zero-percent return rate
- supermodel proportions clad in trend-setting colours and finishes

Neumarkt/IBC Amsterdam Stand 1.560, September 7, 2006 – Remote controls are increasingly recognised as the physical interface and “handshake” of Pay-TV operators and CE manufacturers and thus key to brand experience and subscriber loyalty. Against this background, ruwido of Austria, the leading European manufacturer of remote controls and preferred supplier to most European Pay-TV and Telco/IPTV operators and renown CE brands, presents at the IBC a new platform for remote controls that seamlessly fits into sophisticated living room life styles in terms of styling, quality feel, user experience and design trends for “high touch in our high tech world”.

“SLIMLINE” is the name of three modular remote control designs by ruwido, that can be combined with different sets and shapes of buttons, exterior housings, surface finishes and interactive features for unlimited branded variations. As the name implies, SLIMLINE comes at only a fraction of the thickness of conventional devices; its flat-shaped battery unit allows for supermodel proportions: Only up to 12 mm thin, the perfectly balanced weight, precious-looking surfaces and colours and – most importantly – the feel and touch-feedback of its buttons convey the impression of supreme quality and value; however, at surprisingly reasonable cost comparable to conventional devices.

At the IBC, ruwido showcases its SLIMLINE design in up-coming life style trend colours and black glossy polycarbonate glass – no colour in a conventional sense but inseparably linked to the aesthetics of the artificial glass material itself. Colour-tones identified as key trends are ruwido’s novel, iridescent ivory-tone and

champagne-look that have been developed and patented by ruwido's consumer trend research department. Even in its basic black versions, its elegant proportion and design sets SLIMLINE well apart from conventional devices.

"ruwido has earned a world-wide reputation with unsurpassed product quality that guarantees operators and CE brands the ultimate in customer satisfaction and a zero-percent return rate. With the new SLIMLINE platform, we also confirm our leadership in terms of design and consumer trend research", says Ferdinand Mayer, owner and managing director of ruwido, headquartered in Neumarkt, near Salzburg in Austria. "The Interface (remote control) between the human being and content can be a big source of friction. Consumers prefer a nice look and feel that says "high touch" in our high tech world." Maier adds, "more and more premium content offerings call for a premium user experience that indeed starts when reaching for the remote control. Our modular SLIMLINE design enables operators and CE manufacturers to keep up with these trends, while keeping costs at a reasonable level."

All ruwido remote controls are researched, developed, designed and manufactured in the company's own facilities near Salzburg, Austria. ruwido's reputation for high-precision manufacturing and unique experience in consumer usability and trends goes well beyond the remote control. ruwido also manufactures high-tech components for the automotive industry, thus being at the for-front of quality production.

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We would be happy to arrange appointments for background discussions, product demonstrations and interviews with ruwido at the IBC. Stefan Susbauer and Ansgar Gerber can be reached on mobile phones during the trade fair (see contact). ruwido is located at IBC stand 1.560.

About ruwido

ruwido is Europe's largest manufacturer of remote controls and infrared technology. At its headquarters in Neumarkt am Wallersee (Austria) ruwido researches, develops and produces remote controls for the retail trade as well as for leading brands in the CE sector, including Loewe, Metz and Sony. In equal measure Europe's pay TV and platform operators such as Canal+, Premiere, NTL, ONO, telenet, UPC, Deutsche Telekom, Telecom Italia, Swisscom, KPN and Telekom Austria rely on the customised operating concepts and solutions from ruwido. The company was founded in Austria in 1969 and in 1975 presented the world's first infrared remote control. Since an MBO in 2003 the Managing Director of many years' standing, Ferdinand Maier, is also the owner of ruwido. The company employs an average of 170 people of whom more than 20 percent work in research and development. ruwido products, technologies and services are available in all European countries. For further information in English please go to: www.ruwido.com

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