

Press release

Modular concept integrates 32 bit RISC processor, Bluetooth, SIM-Card and fingerprint

ruwido: novel remote control platform to boost operators' revenues

- Leading remote control specialist and OEM supplier of European Pay-TV and IPTV operators unveils groundbreaking RC technology platform
- Fingerprint scanner for precise user identification and more spontaneous interactive shopping functionality's
- Voice applications with Push-to-talk and video telephony via RC
- Intuitive usability with a single key-coin controlling device and OLED-display

Neumarkt/IBC Amsterdam Stand 1.560, 7 September 2006 – A new generation of intelligent and bi-directional remote controls is to boost revenues and customer loyalty of Pay-TV and IPTV operators and consumer electronic manufacturers: ruwido, the leading European manufacturer of remote controls and preferred supplier to most European Pay-TV- and Telco/IPTV operators, unveils at the IBC show in Amsterdam VOCO – a modular platform for remote controls with groundbreaking features. VOCO is based on a powerful 32 bit RISC processor and the LINUX operating system and thus can be equipped with a camera for video communication, and various back channel technologies beside Infrared such as Bluetooth and Zigbee, and even a SIM card. This allows the integration of voice applications as well as video communication.

An integrated fingerprint scanner recognises the user at a single stroke of his thumb – making parental control and user identification 100-percent error-free and at the same time hassle-free for the user: No more reason to memorise and enter PIN-codes; the scanner allows to activate personalised user profiles and applications and also makes spontaneous interactive shopping and pay-per-view orders easier than ever before. While being able to control the user's complete home entertainment and communication equipment, and enabling an entirely new world of applications, VOCO's operation is radically simple: A metal key-coin, set in black glossy polycarbonate glass, replaces the usual chaos of buttons. The thumb is used to intuitively control all functions with rotating and pressing operations. A display – which can also be realised according to the graphical interface and navigator of a set-top-box – clearly guides the user through the breadth of functions and different

CE devices. This innovative operation mode has been researched and developed over many years which was also supported and substantiated by dissertations of employees in the "ruwido usability studio" and co-operation with scientific facilities such as the Information and Communication Technologies & Society (ICT&S) of the University of Salzburg.

Ferdinand Maier, owner and managing director of ruwido comments: "The RC is now becoming a RG – a Revenue Generator for operators. The VOCO technology platform sums up our internationally acclaimed know-how in the field of user interactivity, R&D and manufacturing of remote controls, pioneering completely new revenue opportunities and new ways to interact with the consumer. The fingerprint scan and back channel functionality's takes security, ease of use and personalisation to the next level."

The groundbreaking new concept of VOCO is as sophisticated and flexible from the outside, as it is from the inside. At the IBC the technology platform will be demonstrated as a radically minimalist design, clad in glossy polycarbonate glass and a soft and matte-black finish of its backward housing. Its modular matrix of components allows any other design, such as the integration in living-room keyboards. Backed by its own research on new production technologies, innovative materials and finishing, ruwido allows operators and CE manufacturers to create an individual look and feel to the remote control. Ferdinand Maier: "No other device is as close to the consumer as the remote control. Its usability, but also its looks, weight, touch and feel strongly affect the user's attitude to the operator and CE brand. This is why the leading Pay-TV and IPTV operators, IT and CE manufacturers as well as hotels and cruise ships rely on the unsurpassed quality and know-how of ruwido."

VOCO is technology integration in an 'ambient way'

In close co-operation with the CE- and IT-industry, operators and middleware providers, ruwido examines the changes in consumers' home environments to come: The multitude of functions and applications will only be accepted by the consumer, if they are easily accessible and become a natural part of his home ambience. This is what Ferdinand Maier calls the "ambient way" of technology integration which is the underlying concept of the VOCO technology platform: intelligent technology that is enjoyable to use, to touch and to look at – and seamlessly integrated in the living environment of the user. User profiles and favourite channels and applications that

appear as soon as the consumer reaches for his remote control. Intuitive control and interaction between user and applications, without having to study user manuals and getting lost in menu levels. "Putting the consumer in control in the way it appears easy, enjoyable and even natural to him – that is the focus of our research and development and ruwido" Ferdinand Maier says, "We see a lot of new digital and interactive content, applications and business models coming up in the future; however they can only be successful if they can be accessed, controlled and used in an easy and enjoyable way. This is why the remote control is a very crucial part of for enabling successful added-value services, that can generate important revenues – making the remote control the revenue generator of the future."

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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

Contact

Susbauer PR

Stefan Susbauer/ Ansgar Gerber
Theodor-Heuss-Ring 36
50668 Cologne
Germany

phone: +49 (0) 221/ 120 123
fax: +49 (0) 221/ 120 122

Mobile at the IBC:
Ansgar Gerber: +49172 515 2484

e-mail: s.susbauer@susbauer.de
a.gerber@susbauer.de

ruwido austria GmbH

Gabriele Smith
Management Assistant
Köstendorfer Straße 8
A-5202 Neumarkt a.W.
Austria

phone: +43 (0) 6216/ 4571-0
e-mail: gabriele.smith@ruwido.com