Press release

Symphony PRO shines a light on replacement remote controls

2009-02-27 – connect – select – install – insert: four steps to an individual remote control solution within a few minutes.

With Symphony PRO a new generation of replacement remote controls arises: The revolutionary concept of programming the original infrared-system on a replacement remote control convinces both vendors and customers. Additionally, the slim and handy shaped remote captivates in extraordinary design and clear functionality.

Due to the shiny smooth black surface and the trend colour ‘champagne’ the replacement remote becomes a visual highlight; high quality materials and high-end technology as well as the ‘design that makes the difference’ complete the exciting appearance of Symphony PRO.

For vendors, instant customer service is an important feature of Symphony PRO. Having installed the Symphony PRO database once, fast programming directly at the shop is possible. Four steps lead to a perfectly fitting solution for every customer:

1. Connect Symphony PRO to the pc via USB interface.
2. Select the remote you wish to replace in the database.
3. Install original IR-system on Symphony PRO.
4. Insert batteries and hand over remote with reference sheet to the customer.

More than 200.000 model references in the database and weekly updates via Internet guarantee market coverage of 99% in Europe. There is no risk of outdated stock any more – one single device replaces any infrared remote control.

With Symphony PRO, customers get an individual solution: 1:1 replacing their original remote control, every single function is allocated on Symphony PRO. Details are described on a reference sheet coming with the product. No frustrating self-programming at home any more!

Hence Symphony PRO combines the instant gratification of the original remote control and the design and quality perception of a high end product.
Symphony PRO is available as ‘Symphony PRO tv’ for TV sets, and ‘Symphony PRO digital’ for set-top boxes. 
For dealers, both versions are shipped with a product display for 7 items. The Symphony PRO starterkit for service shops contains the database software including weekly updates and the interface cable PRO.
For consumers, Symphony PRO is available at service shops as well as traditional dealers at a recommended retail price of 49,90 € incl. VAT.

###

Notes for Editors:

**ruwido - a successful company with handshake quality**
In the European market, ruwido is in a leading position in terms of usability design and technology for input devices like remote controls and keyboards. Innovative design, high quality material, haptic attributes, intuitive handling characterize ruwido products. Most of the European premium brands and premium content and service providers in the field of itv + iptv are our customers.

Founded in 1969 in Salzburg, ruwido has almost 40 years of experience in the consumer electronics market. More than 20 percent of the 190 ruwido employees work in research and development. Located right in the heart of Europe, ruwido is proud to assure an entirely Austrian production.

Contact

**ruwido austria gmbh**  
Martina Kick  
Marketing Assistant  
Köstendorfer Straße 8  
5202 Neumarkt a.W.  
Austria

tel  +43 (0) 6216/ 4571-0  
fax  +43 (0) 6216/ 7291  
martina.kick@ruwido.com  
www.ruwido.com