



Times are changing

uWand: point & control

PHILIPS

sense and simplicity



Times are changing

Could we ever have imagined that television could have so much functionality and so many possibilities that complexity would be a problem? More enhanced functionalities and services require a different user interaction behavior. Today's viewers search content via extensive menus, use interactive services and PC-like applications. And with the introduction of internet services on TVs, it becomes even more complex. At the same time, the PC – a very interactive and 'lean forward' device – is now also capable of offering broadcast content and can be connected to the TV screen. How is it possible to navigate through all these new services?

Imagine if you could simply point and click on your choice and instantly get what you want... Well now you can by using our new 'uWand', a remote-control-shaped direct pointer that delivers 3D capabilities with the intuitiveness of a multi-touch screen.

Designed for the future

The uWand remote touch is more than just a free-space pointer. It is specifically designed to operate different applications by pointing, clicking and making fluent 3D gestures. It enables you to touch the screen from a distance; all new services are managed very efficiently in a lean back way.

You can operate multiple devices such as TVs, PCs, set-top boxes, DVD players and game consoles with one single uWand. You can even control the room's lights and picture frames. uWand also means that new kinds of interactive services can be introduced that are simply not possible with existing remotes.

"Now you can control your TV and other devices in a room in a relaxing and 'lean backward' way."

Intuitive content interaction with 3D control

Using uWand is second nature: you don't have to learn anything new. uWand gives maximum possibilities only using just a few buttons. And the immediate and accurate reaction of the cursor on the screen makes you feel comfortable right away.

Direct pointing

uWand positions the cursor exactly where you point. We call this 'direct pointing'. It allows you to use the uWand to interact with the content or applications on the screen intuitively. Just point directly to an item in the menu and click to select it. You can also drag pictures across the screen or even to a picture frame elsewhere in the room. Or simply point to your TV and browse through films, music or pictures from the comfort of your sofa. Nothing could be easier!

Fluent gestures

On top of the intuitive content interaction, the 3D control function makes controlling the TV even more natural. For example, uWand's 3D gesture capability makes sound level adjustment easy. Just twist the remote. And when you move the remote towards or away from the screen, you can zoom in or zoom out on a picture.



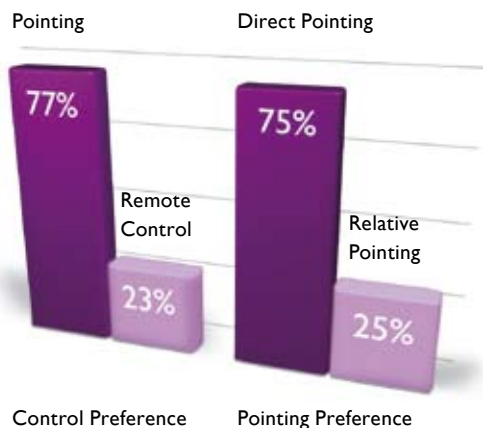


Consumer testing

Extensive consumer tests show that uWand's direct pointing is the preferred pointing technology

- 77% preferred direct pointing over the traditional remote control
- 75% preferred the intuitiveness of uWand's direct pointing over relative pointing technologies such as gyroscopes and accelerometers
- Task completion was 16% faster with uWand direct pointing

Consumer preferences



How does it work?

The uWand direct pointing technology makes use of a special infrared camera embedded in the remote control. The controller sends the pointing coordinates (x, y, z and twist) via an RF transmitter to the controlled device.



Movements of the uWand are only sent to the device that the remote is aimed at. This makes it possible to control multiple devices such as TV's, PC's, lighting luminaires or a picture frame using one remote pointer. uWand makes it possible to drag, rotate and resize on-screen objects, browse through films, music or pictures, adjust the volume by twisting, and click directly on menus.

"A direct pointer that delivers 3D capabilities with the intuitiveness of a multi-touch screen"

Contact

Are you interested in shaping a new television or PC landscape? Do you want to know how uWand can help your consumers easily control content? We invite you to watch our video on www.uwand.com or contact us for a live demonstration.

uWand

www.uwand.com

sales.uWand@philips.com

