

## Hot releases of UI/UX solutions from RT-RK

**Novi Sad, Serbia - January 8, 2016** - Together with partners iWedia and SmarDTV, at this year's CES show in Las Vegas RT-RK is showcasing several new UI/UX solutions, implemented upon practical platforms, such as set-top boxes and car infotainment units. *"We are proud to say that we have embraced and answered to most modern challenges of UI/UX design and development for both **consumer and automotive industries**,"* says **Nikola Teslic, CEO of RT-RK**. *"Through the synergy of platform know-how and creative UX design comes fluidity and responsiveness of our solutions, which are readily available on top of present day SoCs,"* he concluded.



*"By presenting together with iWedia and SmarDTV, we cover **the full gamma of modern DTV applications, including hybrid, HTML-based and Android-based solutions**. Our UX solutions, such as C-More, C-More Live and UI5 all raise the bar either via custom animations, new paradigms or, simply, neat and responsive look-and-feel,"* says **Milan Bjelica, UI/UX lead**. *"We also experimented further with **In-Vehicle Infotainment concept**, with dual-screen swiveling mechanism and smooth animations, for a non-standard screen and HMI,"* he added. *"At this CES, we showcase all the powers of our UI/UX process, yielding solutions for TVs, set-top boxes, smart phones, tablets, web and custom embedded devices of various screen sizes; all that with our already recognizable hardiness and memorable solutions which are challenging the status quo while still staying ready for the current requirements. This tradeoff is one of the key perks of all our solutions, and we welcome all interested industry representatives to leverage our skillset and propel their next agenda or product development,"* explained Mr. Bjelica.

RT-RK is demonstrating the new UI/UX service portfolio in the Hospitality suite of Venetian hotel in Las Vegas, from January 6th until January 9th. Full presentation with portfolio is also available online, at [ux.rt-rk.com](http://ux.rt-rk.com).

## **About RT-RK**

RT-RK LLC is a R&D company and national research institute that delivers development services and owns products in the arena of real time embedded systems, with strong focus on consumer electronics and automotive. Headquartered in Novi Sad, with offices in Belgrade (Serbia), Banja Luka (Bosnia and Herzegovina) and Osijek (Croatia) with over 600 engineers, RT-RK is one of the biggest development houses in Southeast Europe. RT-RK is professionally engaged in embedded system design, TV software development, automotive software development, digital signal processing, UI/UX design, product development including small scale production, testing of Set-Top Box and multimedia devices, and FPGA rapid prototyping. For more information, visit [www.rt-rk.com](http://www.rt-rk.com)

## **Media Contact**

### **RT-RK**

Vera Teslic

[vera.teslic@rt-rk.com](mailto:vera.teslic@rt-rk.com)