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VIDEOWORKS

Back to the Future: Simplicity is Key

Videoworks has unveiled an evolution in domotic control system that integrates advanced tactile control technology with the timeless simplicity of a standard remote control aboard superyachts. Blending intuitive functionality with cutting-edge engineering, the initiative is a response to the growing demand for user-friendly interfaces tailored to the onboard luxury experience.

The concept embraces a "Back to the Future" philosophy—a return to intuitive design while leveraging advanced technology. Domotic control systems on yachts can sometimes feature complex interfaces, usually hand-held tablets with intricate touchscreen options. However, as smart home devices like Alexa and Google Home simplify interactions in everyday households, Videoworks is applying similar principles to the world of luxury yachts.

Instead of relying on elaborate tablet devices, this next-generation control system prioritises straightforward, physical remote controls equipped with tactile buttons for precise, reliable and user-friendly control. This ensures that users can quickly and conveniently manage functions not only for adjusting TV channels and audio volume, but also lighting scenarios and room temperature. The end goal is to enhance user convenience, particularly in cabin settings where personal choice is key without having to navigate through unfamiliar interfaces or apps.

"The idea came from listening to our customers," says Chief Information Officer (CIO) Francesco Pierpaoli. "They increasingly express a desire for simplicity and ease of use. For instance, in a cabin setting having a physical remote with just a few intuitive buttons is far more convenient than dealing with an iPad touchscreen. This feedback helped shape our focus on creating a seamless and distraction-free user experience."

“With the same high-speed wireless connections we’re accustomed to at home now readily available on large yachts, it also makes sense that guests are able to use their own smart phones to stream their favourite music and movies to the TV,” adds Diego Tavaroli, Group Yachting System Engineering Manager. “The Videoworks package includes a companion app that also makes this possible—all in the privacy of your cabin without having to rely on exotic onboard systems or hardware.”

This onboard evolution aligns with a broader trend seen across industries such as automotive and consumer electronics, where technology is integrated into luxury products to enhance convenience and sophistication without adding unnecessary complexity. By focusing on end-user convenience, the new system from Videoworks bridges the gap between high-tech functionality and everyday practicality.

PRESS OFFICE Sand People Communication

Ursula Brzoska – M. +39 333 3992874 E. videoworks@sandpeoplecommunication.com