



Universal Electronics' SimpleDevices Group Brings the Power of Digital Media to Your Car; SimpleDevices' SimpleWare(R) Auto Enables Complete Control of Digital Media in the Car

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CYPRESS, Calif.--(BUSINESS WIRE)--Jan. 3, 2006--SimpleDevices, a subsidiary of Universal Electronics Inc. (UEI) (NASDAQ:UEIC), today unveiled SimpleWare Auto (embedded digital media software), at the annual Consumer Electronics Show in Las Vegas. Imagine having access to your digital media (music, pictures, and movies) through your car's factory-installed entertainment system. SimpleWare Auto effortlessly synchronizes media between your car and home PC, plus interfaces with CD drives, removable storage, and portable media players.

Offered as an OEM solution to automotive tier-1 suppliers and automotive electronics manufacturers, SimpleWare Auto will be available in the second half of 2006 on proven, automotive-grade silicon platforms. SimpleWare Auto allows the automotive tier-1 supplier or automotive electronics supplier to develop a customized solution for in-car digital media enjoyment in less time with more upgrade options and deliver a powerful solution to consumers quickly and effectively.

"With projections of 62 million cars sold worldwide in 2005, the market for automotive digital media products is seeing explosive growth," says Paul Arling, CEO and Chairman of UEI. "Through key strategic partnerships, Simple Devices is putting our award-winning embedded software into the hands of automotive developers, enabling them to develop compelling consumer offering --fast!"

SimpleWare Delivers!

In the car, SimpleWare's functionality includes:

- Intuitive graphical user interface to quickly browse and select digital media for playback
- Synchronization of digital media with the PC
- Simultaneous playing and ripping of CDs in the car
- Integration with 3rd party portable media players

This automotive digital media experience is further enhanced by integration with 3rd party portable media players. Consumers can browse and select media that is stored on a portable media player directly through the car entertainment user interface and play it back through the car audio system.

Additionally, tight integration between SimpleWare and SimpleCenter(TM) (PC application for complete media management and control) enables users to easily and intuitively synchronize digital media between their car and PC.

Why SimpleWare?

SimpleWare is a multi-award winning solution that truly enables a rich digital media experience in the car. This includes:

- Universal Digital Media Control - manage and playback all digital media types (music, pictures, and videos)
- End-to-End Solution - a solution that spans from the car to the portable media player and back to the PC
- Developed on Leading Automotive Hardware Platforms - working with leading automotive silicon vendors including Freescale and Texas Instruments to enable OEM customers with a quick path to market
- Flexible Technology - application architecture is designed and optimized for customizability to meet a wide range of specific OEM requirements
- Integration with Portable Players - seamless integration with devices that consumers are overwhelmingly using for media storage and enjoyment on the go.

Learn More about SimpleWare while at CES 2006

Take a tour of UEI's Digital Home and experience with live demonstrations how UEI's SimpleDevices group is extending the power of digital media control to the automobile. Visit Booth #21561 South Hall - CES 2006 in Las Vegas, Nevada.

About Universal Electronics

Founded in 1986, Universal Electronics Inc. (UEI) is the global leader in wireless control technology for the connected home. UEI designs, develops, and delivers innovative solutions that enable consumers to control entertainment devices, digital media, and home systems.

The company's broad portfolio of patented technologies and database of infrared control software has been adopted by many Fortune 500 companies in the consumer electronics, subscription broadcast, and computing industries. In addition, the company sells wireless control products to distributors and retailers under the One For All(R) brand name.

More information about UEI can be obtained at <http://www.uei.com>.

This press release contains forward-looking statements that are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Words and expressions reflecting something other than historical fact are intended to identify forward-looking statements. These forward-looking statements involve a number of risks and uncertainties, including the timely development, ordering, delivery and market acceptance of

products and technologies identified in this release; the Company's continued ability to develop products in a fashion that results in its technology being accepted by the companies customers and the end users; the ability of the digital media markets to grow as anticipated by management; and other factors described in the Company's filings with the Securities and Exchange Commission. The actual results that the Company achieves may differ materially from any forward-looking statement due to such risks and uncertainties. The Company undertakes no obligations to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

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