



Universal Electronics Showcases the Past, Present, and Future of Remote Innovation at CES 2011

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Company celebrates its 25th year of innovation in control

CYPRESS, Calif., Dec 16, 2010 (BUSINESS WIRE) --

On the heels of a successful international technology showcase, Universal Electronics (UEI) (NASDAQ: UEIC) will once again host an exhibit at the 2011 International Consumer Electronics Show in Las Vegas from January 6 to 9, 2011. In its 19th year at the show, UEI will celebrate its 25th year of innovation in control technology demonstrating its position as a leading developer of solutions that enhance the home entertainment audio visual control experience.

UEI's booth, located in the South Hall, will offer visitors a glimpse into the evolution of the remote control over the past 25 years with live demonstrations and interactive displays of products and control technology. This experience in control innovation has enabled UEI to become the industry leader in creating economical and reliable business solutions to meet consumer needs across multiple markets.

"UEI has built its business on understanding, applying, and delivering technology solutions to meet the control needs of customers and consumers," says Paul Arling, Chairman and CEO of Universal Electronics. "We focus on simplifying the complex, by taking advanced technologies and developing control solutions that consumers want."

At the booth visitors can experience the latest advanced technologies in control: navigation using optical, capacitive or motion sensors; innovative solutions that extend the screen interface into the hands of the user for an absolute touch screen experience as well as more traditional cursor control in newer applications that enhances more traditional user interfaces. In addition, UEI will demonstrate various text entry methods from on-screen, gesture inputs to full QWERTY keyboards, and the unique UEI QuickSet programming and personalization feature that leverages UEI's world-renowned database of consumer electronics device codes.

Visit the UEI booth at CES to experience the latest solutions built around UEI's core development building blocks of Control, Interactivity, Connectivity, and Sustainability.

Control - following up on its successful introduction in 2010, the next release of UEI QuickSet further enhances the remote set-up and personalization process by virtually eliminating the need for users to enter brand and model # information. This revolutionary feature continues to win customer acclaim and boasts an impressive list of subscription broadcast and OEM customers globally.

Interactivity - utilizing the new Velocity universal remote control platform, UEI's next generation advanced UI and interaction technologies take interactive control to the next level offering 2D touchpad navigation with simple "flick" or "swipe" interactions combined with tactile feedback, gesture control, and QWERTY text-entry all in one compact remote control design. For a full 3D interactive control experience, UEI offers its Dolphin and Scepter remote platforms that offer the ultimate in pointing control designed to enhance the user's experience in scrolling and finding on-screen content.

Connectivity - at CES, UEI will begin offering Universal remote control API (UAPI). UAPI is a software communication standard on a remote control that is integrated into a target device (set-top box, TV, AVR) via a flexible SDK that provides the ability to rapidly customize advanced features and reduce development time between the remote and device. The UAPI layer allows the addition of plug in modules that enable a myriad of features not available in the original communication standard between the remote and device.

Sustainability - in its quest to build ever-more energy-efficient control offerings, UEI will introduce its comprehensive Low Energy IR Engine (LowEIR), an engineered combination of silicon, hardware, and new software that optimizes energy usage in battery-powered IR remote controls. LowEIR is a practical, cost-effective approach that is compatible with all IR protocols and easily scalable to all performance requirements without any development on the target device.

UEI executives, product managers and engineers will be available at the show to demonstrate our new control solutions; discuss some of their past innovations; and celebrate their 25th year of delivering innovative control solutions.

Visit UEI at the CES booth located in the South Hall 1, Booth 21243.

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 have been adopted by many Fortune 500 companies in the consumer electronics, subscription broadcast, and computing industries. UEI sells and licenses wireless control products through distributors and retailers under the One For All(R) brand name. UEI also delivers complete home control solutions in the professional custom installation market under the brand name Nevo(R). More information is available at www.uei.com.

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Safe Harbor Statement

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, delivery and market acceptance of products and technologies identified in this release; the Company's continued ability to design products in a fashion that results in its technology being accepted by the companies customers and the end users; 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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