Universal Electronics Introduces New "Simplified" Remote Control to its World-Class Product Line-up

June 13, 2011

UEI Champ delivers advanced control performance and simplified usability in a research-optimized and consumer-friendly design

CYPRESS, Calif., Jun 13, 2011 (BUSINESS WIRE) --

Universal Electronics Inc. (UEI), (NASDAQ: UEIC), the industry's leading global developer of wireless, programmable remote control technology, today announced the availability of its UEI Champ remote control platform. The all-new, modeless two-device remote is a perfect solution for cable operators looking for a simple, easy-to-use remote control optimized for today's digital subscribers and ideally-suited for use in hospitality integration projects.

UEI Champ supports all of the advanced functionality associated with multi-room DVR installations as well as basic television and digital set-top-box functions while featuring a streamlined look with fewer keys and a simplified universal TV setup feature. The remote control will be introduced at The Cable Show in Chicago, June 14-16.

The simple UEI Champ design takes advantage of the strengths of the underlying technology to give the remote a unique set of features:

UEI SimpleSet features an easy setup process for today's most popular TV brands using just 3 key-presses making set-up of universal TV control an effortless task.

UEI QuickSwap delivers an operator-friendly feature for quicker set-top service installations using a single remote with pre-programmed IR codes for multiple set-top box brands and a simple configuration feature to swap between different set-top-box codes in seconds using a simple (hidden) key-press combination.

UEI EZ-Updater provides MSOs a major logistics benefit in reprogramming remote controls in the field allowing batches of returned remotes to be re-programmed/updated with new codes in seconds without the need to open the remote or battery compartment.

"As a technology partner to our cable operator customers, we recognize that each application has a specific set of requirements and priorities. The UEI Champ is a great example of applying technologies based on a true understanding of the customers' needs," said Paul Arling, chairman and chief executive officer of Universal Electronics. "The tendency might be to pack every device with as many bells and whistles as possible. In this case, though, the second-room control needed to be easy to use, simple to setup, and flexible. We're proud of what the UEI Champ brings to the market because it is the result of the unique relationship we have with our clients."

In addition to the sleek functionality, the UEI Champ also features ergonomic design characteristics intended to promote usability. Based on extensive consumer usability research developed as a result of research conducted for UEI by Dr. Robert Youmans, Professor of Psychology at California State University, Northridge. The UEI Champ has been designed with a narrow body and carefully placed, contoured keys to make it comfortable to hold and use. Research into consumer usage patterns; prioritization of frequently-used keys; and an understanding of common consumer use cases, resulted in an optimized keypad layout with fewer keys and larger buttons with easy-to-read text. Addressing consumers' primary concerns with today's complex remote controls, the UEI Champ will become easily recognized as easy-to-use and more user-friendly to operate.

The UEI Champ is expected to begin shipping late Summer, 2011.

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. More information is available at www.uei.com.

All trademarks appearing herein are the property of their respective owners.

See Universal Electronics at The Cable Show -- Booth 1445

SOURCE: Universal Electronics Inc.

Agency Contact:
202 Communications
David Cohen
+1 215-283-4459
David@202comms.com
or

Universal Electronics Contact:
Benny Canady
Corporate Marketing and PR
714-820-1000
bcanady@ueic.com