



Universal Electronics' New TV Remote Clicks with WOW!

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Cutting-Edge Remote to Include Dedicated Netflix® Button For Easy Access to Streaming Service

SANTA ANA, Calif.--(BUSINESS WIRE)--Jan. 4, 2017-- [Universal Electronics Inc.](#) (UEI) (NASDAQ:UEIC), the worldwide leader in sensing and control technologies for the smart home, today announced that it has been selected by WOW! Internet, cable & phone (WOW!) to develop and manufacture a cutting-edge remote control optimized for WOW!'s ULTRA whole-home DVR services.

"UEI is helping us deliver exciting new user-friendly features in a remote control design that simplifies the way viewers interact with video content," said Cash Hagen, COO of WOW!. "We know our customers will love the look and feel, and find it's a powerful touchpoint for their video experience."

The most notable new feature of the remote is a dedicated Netflix key, which enables the user to easily and efficiently access the popular streaming service with the single push of a button. This feature eliminates the need to change inputs on the television or change devices to access the streaming service, avoiding some of the common challenges consumers face when accessing alternative home entertainment sources.

"The way consumers navigate and consume video is shifting rapidly, so we've invested heavily to develop new features and design options to deliver an elegantly-designed remote that fits in with today's content-rich video services," said Steve Gutman, SVP, Subscription Broadcast Business Unit - Americas at UEI. "We're confident that WOW! subscribers will benefit tremendously from the enhanced features provided in their new remote control."

The new remote will include a range of enhanced capabilities and elegant design features, including:

- **embedded RF4CE technology**, enabling superior control without the need for line-of-sight between the remote and STB;
- **laser-etched keys and backlighting** for enhanced visibility in both well-lit and dark settings;
- **optimized number of keys** for intuitive "any user" application; and
- **a simplified 3-key set up process** for universal television control.

The new remote is slated for availability to WOW! ULTRA whole-home DVR subscribers beginning in early 2017.

About Universal Electronics

[Universal Electronics Inc.](#) (NASDAQ:UEIC) is the worldwide leader in universal control and sensing technologies for the smart home. For more information, please visit www.uei.com/about.

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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 WOW! products and technologies identified in this release; the continued penetration and growth of the products and consumer technologies identified in this release; 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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