



Remote Control Extender

Introducing a New Idea in Remote Controls

In today's home, the trend for flat panel televisions continues to grow. The market for Plasma TV screens grew 232% compared to last year, while the market for LCD TV screens grew 214% compared to last year. In these digital homes, well over two-thirds of flat panel television owners are choosing to store their audio-visual equipment in locations that are hidden from view, such as a closet or A/V Center. Remote Extender is a new product concept designed for today's digital lifestyle households, where the traditional universal remote control can be extended to offer the convenience of controlling all the audio-visual equipment in the home, even when it is hidden from view.

These target households have disposable incomes and a propensity for advanced services, such as HD and DVR, and subscriptions to premium channel offerings.



FEATURES/BENEFITS >>

Converts your standard cable remote into an RF remote control

- Control audio-visual equipment from anywhere
 - Allows subscribers to use your standard cable remote to control audio-visual equipment when it is located inside the cabinet, hidden from view, or even located in another room
- Sends signals through doors, walls and even ceilings
 - Never have to point your remote at the audio-visual equipment again!
- Unique selling proposition
 - Easy to install - as easy as replacing a battery in your existing remote control.



How it works >>

- 1 User installs IR to RF transmitter in place of one of the remote batteries.
- 2 Transmitter converts any IR command into an RF signal that can travel through walls and doors to a receiver located up to 100 feet away.
- 3 RF signal is received by a small AC-powered receiver, which is placed inside the AV equipment cabinet.
- 4 RF to IR receiver converts RF signal back to IR and transmits to AV equipment, all in a fraction of a second!

Why it makes sense >>

The Remote Extender offers three important system operator benefits:

- Increased customer satisfaction with your products and services
- Generates incremental revenue stream from hardware accessory sales
- Keeps subscribers using your remote to access revenue generating services

Full customer support included:

- Universal Electronics award-winning Active Support service is included as a standard feature with Remote Control Extender
- Packaging, manual, and product all include the support URL for easy customer access: WWW.URCSUPPORT.COM/EXTENDER

There are many promotional opportunities that can be enjoyed with this new product:

- Flyer in subscribers' monthly bill
- Offer for purchase through a retail outlet or storefront
- Distribute to field technicians to offer and demo during installs
- Offer product information messages during customer call hold times
- E-mail offer to subscribers or allow them to purchase online
- Offer as an upgrade feature to HD/DVR service subscribers



About Universal Electronics Inc.- 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.



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Remote Extender



PACKAGE INCLUDES:

- IR to RF transmitter (operates at 433Mhz or 418Mhz)
- Transmitter Sleeve
- Rechargeable Battery
- RF to IR Receiver with Antenna
- 6' Cable with 3 IR Emitters
- AC Power Supply for RF Receiver with Built-in Battery Charger
- User Instructions

Allows Remote to Work Through Ceilings, Walls, and Doors

Operates all of your remote controlled components from any room



US Patent #6,400,480 and other worldwide patents pending.

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