



UEI's QuickSet Cloud Powers Smart Speakers and STBs

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Next-generation AI smart speaker devices integrate UEI QuickSet Cloud technology, bringing simple interactive voice control of AV and home appliances to the consumer

Scottsdale, Arizona – January 9, 2020 – Today, [Universal Electronics Inc.](#), (UEI) (NASDAQ: UEIC), the worldwide leader in universal control and sensing solutions for the smart home, has announced that its QuickSet® Cloud platform is an active feature in many of the new and emerging operator-focused, smart speakers and set-top boxes introduced this year and expected to launch in 2020.

As part of its overall mission to enable CE devices to universally and ubiquitously discover and control electronic devices and services in the home, UEI has recently worked with several prominent regional customers to integrate its QuickSet Cloud platform into smart speakers. According to Parks' Associates, the smart speaker segment for the U.S. is expected to grow over 50% and reach household penetration of 47% in 2022 UEI's ability to enable this category segment with control solutions means it is well-positioned to capitalize on this growing market opportunity.

One successful example has been the integration of QuickSet Cloud inside the Korea Telecom (KT) artificial intelligence (AI) speaker GiGA Genie. KT launched a range of indoor and outdoor versions of its AI speaker GiGA Genie. The virtual assistant lets users control TVs and IoT devices in the home. GiGA Genie was launched in January 2017 as the first artificial intelligence-powered smart home media hub developed by KT. Boasting more than 1 million subscribers, KT's voice-activated AI platform allows users to see what they command on touch screen devices or UHD TV screens in Korean and English. A customized variant of the GiGA Genie, the GiGA Genie Hotel, has also been deployed in select hotel chains in Seoul, allowing guests to turn on their TVs and control room temperature using voice.

SK Broadband also introduced a voice-enabled service for their B tv set-top box using QuickSet Cloud and collaboration with SK Telecom's Nugu voice-enabled virtual assistant. By connecting Nugu with TV set-top boxes, Nugu's search functions are able to display visual results, overcoming the limitations of voice-only services offered by other assistant speakers. "Based on the rich content information offered by 'B tv x Nugu,' we plan to continue developing speech recognition and search functions," SK Broadband said. "The goal is to give users a positive experience that will make the device the hub of future smart homes."

Introduced in 2016, UEI's QuickSet Cloud is Universal Electronics' award-winning product family integrated into more than 550 million devices worldwide, including a growing list of set-top boxes, Smart TVs, game consoles, smartphones, tablets, smart home devices, and more to enable effortless configuration and control of nearly any modern or legacy connected home entertainment, air conditioning, and IoT devices.

The advantage of QuickSet Cloud is that it can be easily integrated with any connected host platform through simple Web APIs, effectively making all of the QuickSet features and benefits available to all connected devices, including:

- Automated Device Setup that enables automatic discovery and configuration of control interfaces for most entertainment and smart home devices, enhanced with the processing power of a cloud platform.
- One Touch View (OTV), a control function that enables users to instantly view their desired content or app with a single button press on the remote regardless of the state of the set-top box, TV or connected media device. Unlike many of the devices on the market today, this must-have feature delivers true universal market compatibility.
- More integration possibilities based on simple Web APIs, including server-to-server for cloud video delivery platforms, resource-constrained devices in the IoT domain, and cross-platform mobile applications.

UEI's position as a fully, vertically-integrated technology partner to leading brands across smart home, subscription broadcast and AV entertainment industries enables deployment of its award-winning software, hardware platforms, and back-office solutions that easily connect, manage, and maintain customer devices and services in the smart home.

Universal Electronics will host product demonstrations for all their latest technologies and products at Booth #42325 in the Sands Expo at CES 2020 in Las Vegas from January 7 -10.

About Universal Electronics

Universal Electronics Inc. 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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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 UEI's

QuickSet Cloud and associated service offerings, and other technologies identified in this release; the continued penetration and growth of the digital assistant 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.

UEI Press Contact:

Benny Canady
Universal Electronics Inc.
Corporate Marketing and Public Relations
Scottsdale, AZ
pr@uei.com
480.530.3000