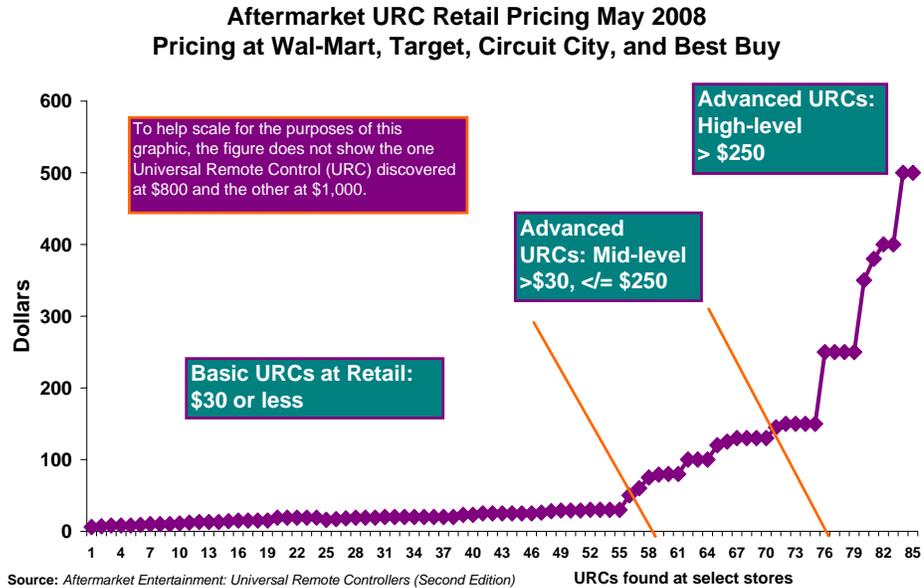


Synopsis **Revenue Forecast for URCs**

This report addresses the growing need and market for mid-level and high-level universal remote controllers. The report includes 2008 forecasts, market drivers, the consumer purchase process for URCs, key decision factors, consumer adoption, demographic and brand data on owners and intenders from consumer and distribution surveys. It also addresses changing distribution structures and marketing efforts.



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“U.S. households are spending more on their entertainment equipment as well as on content options than in the past,” said Tricia Parks, CEO of Parks Associates. “So, spending some hundreds of dollars on a URC that allows easier use and management of their home theater systems makes more sense to them than in the past. There is a middle market for advanced universal remotes now emerging that will continue to see growth for at least the next 5-7 years.”

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates’ **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

The Bottom Line

- 1.0 Aftermarket Universal Remote Controls: Definition and Pricing**
- 2.0 URC Ownership and Purchasing**
- 3.0 The Aftermarket URC Purchase Process**
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| Parks Associates 5310 Harvest Hill Road Suite 235 Lock Box 162 Dallas TX 75230-5805 800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax parksassociates.com sales@ parksassociates.com | Authored by Tricia Parks Executive Editor: Tricia Parks Published by Parks Associates © June 2008 Parks Associates Dallas, Texas 75230 All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher. Printed in the United States of America. Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors. |