

# Kameleon for UEI

## Product Packaging

Highlighting the features and benefits of innovative remote control technology for the One-For-All customer.

### About the Kameleon

Universal Electronics' One-For-All Kameleon 8-Device remote control is thin, sleek and powerful. We were asked to develop iconic packaging to highlight the button-less features and the active key illumination of the exceptional remote control. We refreshed the brand attributes of One-For-All to create distinctive packaging for the Kameleon that stood out on store shelves at Radio Shack against the rest of the remote controls. The packaging reflected the innovative product to unify the product brand.

