

Universal Electronics

2003 Annual Report

Simplifying an ever-evolving portfolio of patented technologies into a Zen-like theme for a leading OEM.

About Universal Electronics Inc.

Universal needed Ramp to communicate the message that their process of developing progressive wireless control devices for their OEM (original equipment manufacture) market was streamlined and simple. We designed “Simplify” with the message that UEI was developing the technology for home remote control and making it seamless with all devices. The report conveyed a visual sense of simplistic Zen and was able to communicate the company’s philosophy effectively to their investors, employees and shareholders.

