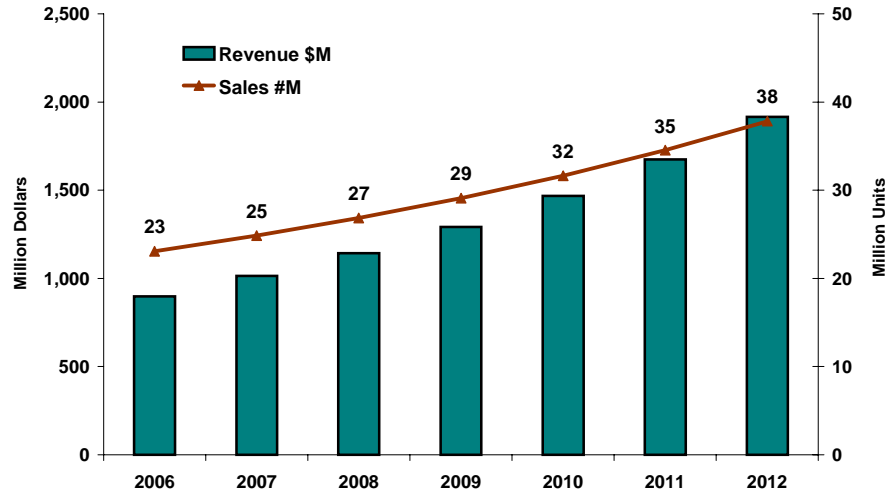


Synopsis

This report addresses the growing need and market for mid-level and high-level universal remote controllers. The report includes forecasts, market drivers, inhibitors to consumer adoption, demographic and brand data on owners and intenders, changing distribution structures including installing dealer brand and remote preferences, and profiles of selected companies leading or innovating in this category.

Controller Sales and Revenue Forecasts

U.S. Annual Sales and Revenue (End-User Value) of Aftermarket Universal Remote Controllers



Aftermarket Entertainment: Universal Remote Controllers 1Q 2007
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Publish Date: Feb 07

“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

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Resource Book

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 Sales and Revenues of Aftermarket Universal Remote Controllers
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 U.S. End-User Market Value and Forecast for URC

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