

# Uniden®

## Uniden Holdings Corporation

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### Company Description

Uniden operates with a focus on "connecting," expanding its business globally through its Electronics Division centered on communication technology.

**Electronics Division** Since the 1980s, the Uniden brand has been synonymous with cordless phones in the U.S. market. Today, the brand offers a diverse range of products, including radios and dash cameras. Uniden also provides marine radios and scanners, further extending its reach globally.

### Radio Devices

- **Wideband Radio Scanners**  
In remote areas abroad, where houses are much farther apart than in Japan, wideband radio scanners are essential. These devices receive real-time weather, disaster, and security information, making them indispensable for self-reliance and security. Uniden holds nearly 100% market share in North America for these products.
- **CB Radios**  
Uniden's CB radios, which hold a 50% market share in North America, are popular among long-haul truck drivers for exchanging road, tornado, and emergency information. This product laid the foundation for Uniden's growth in North America in the early 1970s and remains in high demand today.
- **UHF Transceivers**  
Uniden's UHF transceivers, mainly marketed in Australia, are used in recreational activities such as snow sports, hiking, and off-road racing. With a variety of colors, they appeal to a broad audience. Uniden holds the No. 1 market share in Australia for both handheld and vehicle-mounted models.
- **Marine Radios**  
Uniden's marine radios, equipped with features like satellite-based location transmission and wireless handheld devices, facilitate reliable communication at sea. Currently, Uniden is the sole provider of marine radios for government projects in India, a partnership that sets a strong foundation for expansion in this emerging market.

### Automotive Devices

- **Radar Detectors**  
Uniden's radar detectors, which alert drivers to speed-tracking devices, are in high demand in North America. The brand's products gained media attention for their high performance, increasing Uniden's market share tenfold within a year. Uniden aims to expand sales in this growing market.
- **Dash Cameras**  
Uniden's dash cameras, widely used in Japan, are also growing rapidly in North America, with sales doubling year-over-year. Although this is a highly competitive market with numerous entrants, Uniden focuses on producing high-quality, affordable options to remain a preferred choice.

### Telecommunications Devices

- **Cordless Phones**  
In the 1980s, Uniden's cordless phones became immensely popular in North America, and today, Uniden holds the top market share in Australia. Known as the go-to brand for cordless phones, Uniden aims to further expand its market share with ongoing product development and strategic marketing initiatives.

開発・販売戦略に注力します。

### Company Details

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#### Head Office

Japan

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#### Main Business

エレクトロニクス事業、不動産事業

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#### President

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名手 研悟

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**Established**

1966年2月7日

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**Capital**

1億円

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**Number of Employees**

501 - 1,000

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**URL**

<http://www.unidenholdings.jp>

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**Offices**

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**Main Office**

2-3-1 Nihonbashi Muromachi, Chuo-ku  
Tokyo, Japan, 1030022

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