



SMK ANNOUNCES THE NEW

X-LINK™ UNIVERSAL REMOTE CONTROL FOR XBOX 360®

New Universal Remote Control Puts Xbox 360 Gaming Console And Home Entertainment Devices in the Palm of Your Hand

Camarillo, California, June 16th, 2010 – SMK-Link Electronics Corporation, a subsidiary of SMK Electronics, the largest manufacturer of OEM remote controls in the world, today announced the availability of the new X-Link Universal Remote Control for Xbox 360. Building from their popular Blu-Link remote control, X-Link provides “single remote” control for the Microsoft® Xbox 360 gaming console as well as all other home entertainment center devices.

“SMK’s new X-Link Universal Remote Control for Xbox 360 is the definitive ‘single remote’ solution for Xbox 360 users,” said John Blair, General Manager of Branded Products for SMK-Link. “Microsoft Xbox 360 and Xbox LIVE offer a rich media environment with features like DVD, streaming movies from Netflix® and Windows Media Extender. X-Link allows for full control of media friendly features of the Xbox 360 but it also delivers advanced universal control for all other devices in your home entertainment system.”

Blair continues, “After our successful launch of Blu-Link™ Universal Remote, customers told us they loved the easy setup but wanted a solution for the Xbox 360 too. X-Link retains the easy setup and adds more memory for learned controls, all for only \$29.99.”

About the X-Link Universal Remote Control for Xbox 360

SMK-Link’s new X-Link Universal Remote Control for Xbox 360 is a sleek, ergonomically-styled, “advanced-learning” universal remote control. In addition to dedicated Xbox 360 control buttons, X-Link provides ‘easy setup’ pre-programmed device codes as well as ‘one step’ remote-to-remote button learning. Utilizing nonvolatile memory storage, the X-Link Universal Remote Control for Xbox 360 retains all button assignments, even when its 2 AA batteries are removed.

Key Media Points: X-Link Universal Remote Control for Xbox 360

- X-Link utilizes infrared technology to control both the Xbox 360 console, as well as all other home entertainment devices.
- X-Link offers Xbox button colors with dedicated buttons for Y, X, A and B, as well as Start and Back, DVD / HD DVD controls for Top Menu, Popup Menu, Angle, Audio Channel and Subtitle movie features.
- X-Link is an “advanced learning” universal remote control learning button assignments from existing remotes.
- X-Link supports all models of the Xbox 360 including the newest models.
- Non-volatile memory retains button assignments even when its 2 AA batteries are removed.
- X-Link supports more than 400 brands of standard and HDTV televisions and flatscreens, 150VCR brands, 200 Satellite Receiver models, 100 Cable TV Receiver brands, 50 DVR models and 200 home theater surround sound systems.

- The X-Link Universal Remote Control for Xbox 360 will be available June 16th 2010 through consumer electronics retail outlets, online reseller channels and from the X-Link website at <http://www.x-link-remote.com>. Suggested retail price is US \$29.95.

[High Resolution Photo](#)

[X-Link Universal Remote Control for Xbox 360 RSS Feed](#)

About SMK-Link Electronics

SMK-Link, headquartered in Camarillo, California, designs and manufactures remote controls and other advanced Bluetooth peripherals. SMK-Link is a subsidiary of SMK Corporation. SMK Corporation, established in 1925 with its headquarters in Tokyo, Japan, is the largest OEM manufacturer of remote control units in the world.

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