



CUI Devices has a New Name, Say Hello to Same Sky

CUI Devices is now Same Sky! The electronic components manufacturer today announced an exciting new chapter in its history with the launch of its new company name. Same Sky will remain the same trusted partner for electronic components dedicated to nurturing the spirit of innovation with a heavy dose of humanity, but now with a name that reflects it.

Tracing its roots back to 1989, Same Sky has continually evolved over the years to help its customers innovate and change the world with their designs. The rebrand puts an increased focus on what has been important to the company all along: caring more than is expected, embracing evolution, taking a holistic approach, and having fun along away.

Here is a quick snapshot of the changes:

- **Company Name:** CUI Devices is now Same Sky. It represents interconnectedness, breaking down barriers, and sharing common goals with customers.
- **Logo:** The new logo features a two-tone color combination to visually depict the horizon line: where land and sky meet.
- **Website:** The website visuals, functionality, and suite of online tools and resources will largely remain the same but will now be accessed via a new URL: sameskydevices.com.

Continuity for customers is a key priority for Same Sky. All manufacturing sites, business processes, bills of materials, model numbers, back-end software systems, and key company contacts will remain intact. Same Sky's strong global distribution network will not change, nor will the company's supply chain. The company's mission, vision, core values, and other visual identity components outside of the logo will continue under the new name.

"Although the heart of this company—our people—transcend any name, we are very excited for the evolution to Same Sky," stated Matt McKenzie, CEO of Same Sky. "We are connected as a team to each other, to our partners, to our customers, and to our community. Our customers are some of the most inventive people on the planet and we believe their innovations, their goals, their 'sky' are limitless. Same Sky means we share their vision and support them every step of the way."

Same Sky's new brand will continue to roll out over the coming weeks. The company would like to thank all the people, partners, and customers that made this rebrand a reality. To learn more, check out www.sameskydevices.com.