

BRAND STORY & HERITAGE

Uniden: The Brand Australians Have Trusted Since 1966

From the cordless phone on the kitchen bench to the UHF CB radio in the ute, Uniden has been a household name in Australian communications for generations.

Uniden is a globally recognised communications brand that has been part of Australian life since 1966, on cordless phones, the UHF CB radios drivers and four-wheel-drivers rely on, baby monitors, dash cams, marine radios, and scanners. Over decades it has become a household name that Australians associate with **reliable, good-value, no-fuss communications**. **Uniden Voice Over Cloud** carries that same trusted name into business phones: a modern, AI-powered cloud phone system that is **100% Australian-hosted**, backed by **24-hour local Australian support** and a dedicated account manager, with simple per-user pricing and AI call agents included as standard.

The short version

What matters	Fly-by-Night Reseller	Overseas Platform (local office)	Uniden Voice Over Cloud
Brand heritage	✗ New / unknown	~ Overseas	✓ Trusted since 1966
Data sovereignty	✗	~ Foreign jurisdiction	✓ Onshore, Privacy Act
Local support	✗ Ticket queue	~ Offshore hours	✓ 24h local + account manager
Accountability	✗ Anonymous	~ Head office overseas	✓ Real, named company
Minimum users	~ Varies	✗ Often 3+ seats	✓ No minimum
Understands AU market	✗	~ Limited	✓ Local by heritage
Longevity risk	✗ High	~ May exit AU	✓ Low, established name
Price-beat guarantee	✗	✗	✓ Beats genuine quotes

■ Key points

- 24-hour local support, not an offshore script

The Through-Line

Cordless phones, UHF CB radios, baby monitors, dash cams, marine radios, scanners, on the surface they are very different products. But they share one job: **keeping people connected and informed, reliably, in the real world.** That is the thread that runs through the whole Uniden story, and it is exactly the job a business phone system has to do. Uniden Voice Over Cloud is that same promise, brought to Australian business communications.

■ Questions the full guide answers

- ☐ Is Uniden an Australian brand?
- ☐ How long has Uniden been around?
- ☐ What does Uniden make?
- ☐ Why does brand trust matter when choosing a business phone system?
- ☐ What does "Australian" actually mean for a phone system?
- ☐ Is Uniden Voice Over Cloud the same company as Uniden?
- ☐ How do I switch my business to Uniden Voice Over Cloud?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 881 662** or visit **unidenvoice.com/get-started**.