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ThinkFlood Announces Beta Availability of First iPhone Universal Remote Control

RedEye system first on the market to enable iPhone or iPod Touch remote control

Waltham, MA – June 2, 2009 – ThinkFlood today announced the public beta version of RedEye, the first available iPhone universal remote control system. Consisting of a small, production-grade hardware device and a free downloadable software beta application, the RedEye system transforms an iPhone or iPod touch into a universal remote control, allowing consumers to control an almost unlimited number of home entertainment devices, from televisions to DVRs, game systems and more.

“Bringing universal remote control capabilities to the iPhone has been the goal of many in the industry since the device first became available. We’re delighted to be able to finally deliver on the promise of that dream with a system that reflects and enhances the iPhone’s inherent elegance and simplicity,” said Matthew Eagar, founder and president of ThinkFlood. “Beta participants will find that RedEye delivers the design and functionality of a high-end remote control at a fraction of the cost. They also have the added advantage of getting the production hardware at a discounted price, as well as the opportunity to help guide development of new features for future versions of the software.”

Key features of RedEye include:

- *Multiple users, multiple rooms:* Multiple iPhone or iPod touch devices can communicate simultaneously with one RedEye device, so each person in the home can have her own personal remote control. Also the RedEye application does not require line of sight, so an individual user can control an almost infinite number of devices from multiple rooms.
- *Plug and play:* the RedEye system is easy to deploy, and requires no additional hardware or setup expertise.
- *Easy to use:* RedEye’s simple, elegant interface is intuitive and allows users to control their home entertainment devices with one hand.
- *Upgradeable:* RedEye software updates are free and easily accessible through iTunes.
- *Customizable:* the RedEye application allows users to reformat screen layouts for different activities.
- *Multi-functional:* The RedEye device allows users to charge their iPhone or iPod.
- *Proven:* RedEye has been certified as compatible with the iPhone and iPod through Apple’s “Made for iPod/Works with iPhone” program.

Pricing & Availability

A limited number of RedEye hardware devices are being offered to beta customers at a special introductory price of \$119. Full commercial availability is scheduled for fall 2009, at which time it will be priced at \$188, including free shipping. The RedEye hub was designed to accommodate future functionality, meaning beta users will not be required to purchase new hardware when the commercial version becomes available. The RedEye application is available as a free download. For more information, visit <http://redeyere mote.com/>.

About ThinkFlood

ThinkFlood designs and develops hardware and software with a focus on making everyday tasks easier. Its first commercial application, RedEye, is an iPhone accessory which transforms the phone into a universal remote control and enables users to easily control almost anything in their home entertainment centers using any iPhone or iPod touch device. Founded in 2007, ThinkFlood is a privately held company headquartered in Waltham, Massachusetts. For more information, visit <http://thinkflood.com/>.

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"Made for iPod" means that an electronic accessory has been designed to connect specifically to iPod and has been certified by the developer to meet Apple performance standards. "Works with iPhone" means that an electronic accessory has been designed to connect specifically to iPhone and has been certified by the developer to meet Apple performance standards. iTunes is for legal or rightholder-authorized copying only. Don't steal music.

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