

FOR IMMEDIATE RELEASE

## RedEye Brings Local Channel Guide Data to More Countries

### *RedEye customers in the UK, Denmark, Sweden, Norway, Finland, Poland, and Turkey to benefit*

**Waltham, MA – January, 20 2011** – ThinkFlood (<http://thinkflood.com>), maker of RedEye universal remote control products, today announced data licensing agreements that bring free, fully-integrated TV program guide data to all owners of RedEye products in the United Kingdom and Scandinavia.

ThinkFlood customers in the UK, Sweden, Norway, Denmark, and Finland – as well as Poland and Turkey – will soon be able to use the RedEye universal remote app to access a local channel guide. The colorful, hi-resolution channel guide includes information and program descriptions with details for all broadcast, satellite/cable networks and local stations.

ThinkFlood representatives say the channel guide feature has been a top request since last fall when they released the feature for the US and Canada. The official release date for the UK and Scandinavian channel guide has not been set, but should be available during the first quarter of 2011.

“Integrating UK and Scandinavian channel guide data has been a top priority for us because we have such strong distribution partners in Armour Home and Hi-Fi Klubben,” said Adam Shapiro, vice president and co-founder of ThinkFlood. “The guide has been a hit in the US and Canada, so we’re very excited to soon make it available to our growing base of UK and Scandinavian customers.”

This update makes RedEye the only customizable, universal remote control system with a fully-integrated channel guide in the UK and Scandinavia.

“From the beginning, our focus has been to develop a universal remote solution that not only controls, but also enhances the media consumption experience,” said Matt Eagar, ThinkFlood founder and president. “Our channel guide is step one, and we want to provide it to as many of our customers as possible.”

### **About ThinkFlood**

ThinkFlood (<http://thinkflood.com/>) designs and develops remote control hardware and software. Its RedEye line of universal remote control products for mobile phones, MP3 players, tablets, and personal computers offers features and functionality previously available only in remotes priced several times as much. ThinkFlood is a privately held company headquartered in Waltham, Massachusetts.

Newsletter – <http://thinkflood.com/news/newsletter/>

Facebook – <http://www.facebook.com/thinkredeye>

YouTube – <http://www.youtube.com/redeyereMOTE>

Blog – <http://morecontrol.com/>

Press – <http://thinkflood.com/news/press-releases/>

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