

FOR IMMEDIATE RELEASE

ThinkFlood Launches RedEye Universal Remote Control System for iPhone and iPod touch

RedEye uses Wi-Fi to turn the iPhone or iPod touch into a personal remote that controls any infrared device from any room in the home

Waltham, MA – Dec. 2, 2009 – ThinkFlood (<http://thinkflood.com/>) today announced availability of the RedEye personal remote control for iPhone and iPod touch (<http://redeyereMOTE.com/>). RedEye is the only complete universal remote control system for the iPhone and iPod touch that allows users to control virtually any home entertainment device from any room in the home.

The RedEye system is easy to use, and set up is simple (watch RedEye setup demo: <http://thinkflood.com/products/redeye/getting-started/>). Customers download the free RedEye app from the iTunes App Store, and place the RedEye base station in the same room as the equipment it will control. The iPhone or iPod touch communicates with the RedEye base station through the customer's wireless network to control TVs, DVRs, stereos, gaming equipment and more.

Customers can download codes from RedEye's global code database, which is updated regularly. RedEye also has a learning function, which allows users to program commands using an existing device remote.

"We wanted to create something more than just another remote control," said Matt Eagar, president and co-founder of ThinkFlood. "Internet connectivity and future software updates give us a lot of room to think big."

Why choose RedEye instead of a traditional universal remote or home automation system?

- For only \$188, RedEye offers benefits that were previously available only in full home automation systems and high-end universal remotes. Systems that offer similar levels of control require professional installation, technical know-how, or an entire day of frustration. The RedEye base station also doubles as a charging dock.
- Instead of having one remote for every device — or even an oversized universal remote with too many buttons — RedEye customers only need to handle an iPhone or iPod touch.
- RedEye supports multiple rooms, controllers, and users simultaneously. It controls a virtually unlimited number of devices and can store a virtually unlimited number of commands, far exceeding competitive product offerings.
- RedEye offers activity-based control, meaning users can program RedEye to execute a series of commands with only one touch. Additionally, only the buttons appropriate to the activity appear on the screen.
- RedEye users can customize the way they control their equipment with touchscreen buttons, Apple's Multi-Touch gestures, and accelerometer controls. For example swiping two fingers down the screen can reduce volume and flicking the iPhone forward can change the channel (watch accelerometer gestures demo: <http://www.youtube.com/watch?v=506PyY-iK1I>).

RedEye is available through the ThinkFlood website (<https://thinkflood.com/buy/products/redeye/>), which also lists participating dealers and retail locations.

Key links

RedEye: <http://redeyerelease.com/>

Getting started video: <https://thinkflood.com/products/redeye/getting-started/>

Accelerometer gestures video: <http://www.youtube.com/watch?v=506PyY-iK1I>

About ThinkFlood

ThinkFlood (<http://thinkflood.com/>) designs and develops hardware and software with a focus on making everyday tasks easier. Its first commercial application, the RedEye system, is an iPhone accessory and application that 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, Mass.

RedEye already has more fans on Facebook than any other remote control
<http://www.facebook.com/thinkredeye>.

Visit ThinkFlood's blog, MoreControl (<http://morecontrol.com/>), for the latest remote control and home automation news.

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