



Overview:

The RedEye system (<http://redeyere mote.com/>) turns the iPhone and iPod touch into a personal remote control.

RedEye is the first and only universal remote control system for the iPhone and iPod touch that lets you control virtually any home entertainment device from any room in your house.

RedEye customers download the free RedEye app from the iTunes App Store and place the RedEye device in the same room as the equipment it will control. The iPhone or iPod touch communicates with the dock through your wireless network and controls televisions, DVRs, stereos, gaming equipment and more using infrared signals.

RedEye's sleek and easy-to-use design delivers all the features and functionality of a high-end remote control or home automation system at an affordable price. RedEye was designed and developed by ThinkFlood, Inc. (<http://thinkflood.com>), a privately held company headquartered in Waltham, Mass.

**System
Components:**

- RedEye hardware device, a small hub that sends infrared signals to control the audio/visual devices in a given room.
- RedEye software application, which runs on the iPhone or iPod touch.

**Key Technology
Features/Benefits:**

- *Multiple users, multiple rooms:* Multiple iPhone or iPod touch devices can communicate simultaneously with each RedEye device, so every person in the home can have her own personal remote control. To control additional rooms, simply add more RedEye devices.
- *Easy-to-use:* RedEye's simple, elegant interface is intuitive and allows users to control their home entertainment devices with one hand.
- *Customizable:* The RedEye app allows users to create button layouts appropriate to each activity.
- *Compatible:* The RedEye system includes infrared codes for tens of thousands of devices, with updates coming regularly. In addition, it is easy to "teach" the system remote codes for new devices.
- *Advanced:* The RedEye app takes advantage of the advanced technology of the iPhone — such as multi-touch gestures, the

accelerometer, and Internet-connectivity — to go beyond the limitations of other universal remotes.

- *Upgradeable:* RedEye software updates are free and easily accessible through the iTunes App Store.
- *Plug-and-play:* The RedEye system is easy to deploy, and requires no additional hardware or setup expertise.
- *Multi-functional:* The RedEye device doubles as a charging dock for the iPhone and iPod touch.
- *Proven:* RedEye has been certified as compatible with the iPhone and iPod through Apple's Made for iPod Program.

**Pricing and
Distribution:**

Due to demand, the RedEye beta program is closed.

When ThinkFlood launches the production version of the RedEye system this fall, devices will be available for \$188 through the company's website (<http://thinkflood.com/buy/products/redeye/>). The RedEye app is available as a free download through Apple's App Store.

RedEye hardware will also be available through a number of retail outlets and dealers. To find a location near you, visit <http://thinkflood.com/buy/products/redeye/find-a-store/>.

PR Contact:

Topaz Partners
Christina Carlson
781-404-2404
ccarlson@topazpartners.com