



Overview: ThinkFlood, Inc. (<http://thinkflood.com>) designs and develops hardware and software with a focus on making everyday tasks easier. ThinkFlood's first product, the RedEye system, turns the iPhone and iPod touch into a personal remote control.

Founded: 2007

Financing: ThinkFlood is privately held.

Management: Matthew Eagar, president
Adam Shapiro, vice president, operations

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

Having a powerful universal remote no longer means managing an expensive, complex device with too many buttons requiring hours to configure.

RedEye offers more control than most high-end universal remotes, is easier to use, and costs a fraction of the price.

Pricing and Distribution:

Due to demand, the RedEye beta program is closed.

When ThinkFlood launches the production version of RedEye 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 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/>.

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