

FOR IMMEDIATE RELEASE

## **ThinkFlood Enters Strategic Distribution Agreement with Professional Audio Associates**

*RedEye controls 'right at home' with leading New England distributor*

**Waltham, MA – May 04, 2011** – [ThinkFlood](#), maker of the award-winning [RedEye](#) control platform, today announced a new distribution agreement with [Professional Audio Associates, Inc.](#)

Professional Audio Associates is New England's leading independent distributor for professional, innovative audiovisual and control solutions for both residential and commercial installations.

"Most of our dealers find it hard to imagine their businesses without the selection and training we provide at our facilities and we spend a great deal of time getting to know what they are looking for," said Lewis Freedman, President of Professional Audio Associates. "There's great demand for affordable but robust solutions like RedEye and we're excited to represent RedEye controls in New England."

ThinkFlood introduced RedEye controls in December 2009, now a leading platform sold in more than 60 countries globally. RedEye allows customers to use their own smartphone, tablet or PC in a variety of home automation applications with a growing list of features in its [free iTunes application](#).

"Pro Audio's approach isn't about pushing boxes out of the door. They deliver superior service and training, which is something we really value here at ThinkFlood," said Adam Shapiro, ThinkFlood Vice President of Operations. "We are a global company, but New England is home for us and we're thrilled to strengthen our presence here through Pro Audio's dealer network."

ThinkFlood debuted a second generation of control products in April 2011, including a new home automation controller - [RedEye Pro](#), which will be featured in the June print edition of [CE Pro Magazine](#).

### **About Professional Audio Associates**

Professional Audio Associates is New England's premier distributor of professional a/v and control solutions. Since 1978, from their warehouse and training facility in Woburn, MA, Pro Audio has represented and distributed many of the most respected and innovative brands for both residential and commercial applications. For more information, visit <http://proaudioinc.com>.

### **About ThinkFlood**

ThinkFlood designs and develops hardware and software for control systems. Its award-winning RedEye platform for smartphones, tablets, and PCs offers features and functionality previously available only in control products priced several times as much. ThinkFlood is a privately held company headquartered in Waltham, Massachusetts. For more information, visit <http://thinkflood.com>.

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