

## **Available Now: ThinkFlood RedEye mini, Portable Universal Remote for iPhone, iPad and iPod touch**

*New RedEye mini and ThinkFlood's original RedEye remote  
on sale in 52 countries*

**Waltham, MA – July 20, 2010** — ThinkFlood (<http://thinkflood.com/>), maker of RedEye remotes for iPad, iPhone and iPod touch, today announced availability of RedEye mini, the world's most affordable and feature-rich portable universal remote adapter for Apple iOS devices.

RedEye mini, the second product in ThinkFlood's RedEye remote line, plugs into the headphone jack of the iPhone, iPod touch and iPad—transforming it into a completely portable universal remote. RedEye mini hardware requires the RedEye app, a free download from the App Store.

RedEye mini owners can easily operate anything controlled by infrared signals anywhere they go: TVs; cable and satellite receivers; gaming consoles; Blu-ray, DVD and digital media players; and more.

“RedEye mini works so seamlessly and seems so simple in concept that it's easy to overlook the amount of engineering that went into it,” said ThinkFlood President and Founder Matt Eagar. “Ultimately, it's that surface simplicity which makes it wonderful—just drop the mini into your headphone jack and immediately you have a powerful, customizable remote that goes beyond systems costing several times as much. It's also a lot of fun.”

### **More about RedEye mini**

- Available now in 52 countries (US MSRP \$49)
- Compatible with iPhone, iPod touch and iPad
- Download IR codes anywhere using a 3G connection or Wi-Fi
- Activity-based control and macros (common in advanced home theater remotes)
- Smaller than a thumb drive; comes with carrying case
- Database of 45,000+ IR codes; ability to learn commands from existing remotes
- Free in-app TV program/channel guide (coming later this summer for the US and Canada)
- Customizable touchscreen buttons, Multi-Touch and motion gesture shortcuts
- Leaves iOS device's dock connector open for charging

### **About ThinkFlood**

ThinkFlood (<http://thinkflood.com/>) designs and develops remote control hardware and software. Its RedEye line of networked universal remote control products for mobile phones, MP3 players and tablets offers features and functionality previously available only in remotes costing 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 releases – <http://thinkflood.com/news/press-releases/>

### **Contact:**

Christina Carlson

ThinkFlood, Inc

[christina.carlson@thinkflood.com](mailto:christina.carlson@thinkflood.com)

617-299-2000 x1005