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## ThinkFlood Releases Dedicated App for RedEye mini

*RedEye mini users may now choose from original activity-based RedEye app or new device-based app*

**Waltham, MA – February 22, 2011** – ThinkFlood (<http://thinkflood.com>), maker of award-winning RedEye control products for the home, today announced a new application developed as an option specifically for RedEye mini users.

The RedEye mini application is a simpler version of the company's popular activity-based remote control. RedEye mini users can choose to download the original RedEye application (now in version 2.0.1) or the new RedEye mini app, depending on their needs. The RedEye mini app is small enough to download over a mobile network, and enhances RedEye mini's portability.

ThinkFlood representatives say the new RedEye mini application suits casual users who are unfamiliar with activity-based control or those who prefer a more basic device-based universal remote.

"The RedEye mini application is more for people who have simple 2 or 3 component setups," said Justin Nguyen, lead developer for ThinkFlood. "Those who want something to control a more complex home theater may be more comfortable with the original RedEye application."

The RedEye mini application still includes many of the robust features offered in the full RedEye application including a full-color channel guide (US and Canada, with more countries to follow soon) and a database of more than 65,000 infrared control codes.

For ThinkFlood's management team, this new application was about meeting customer demand.

"Although we sell hardware, we have always felt that software is a vital part of our business," said Matt Eagar, president and co-founder of ThinkFlood. "We update our applications regularly – in fact, this is the seventeenth software release we have rolled out over the last year and a half – and the dedicated mini app is just another example of how we strive to respond quickly to customer feedback."

The RedEye mini app is available from iTunes: <http://itunes.apple.com/us/app/redeye-mini/id418230793?mt=8>.

### About ThinkFlood

ThinkFlood (<http://thinkflood.com/>) designs and develops control hardware and software. Its award-winning RedEye line of control products for mobile phones, MP3 players and tablets offers features and functionality previously available only in remotes priced several times as much. ThinkFlood is a privately held company headquartered in Waltham, Massachusetts.

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