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## **Australians Trade Traditional Remote Controls for RedEye Remote for iPhone, iPod touch and iPad**

*ThinkFlood and TotalQ partner for RedEye remote distribution in Australia*

**Waltham, MA and Port Melbourne, Australia – March 10, 2010** — ThinkFlood (<http://thinkflood.com/>), maker of RedEye remotes for iPhone, iPod touch and iPad, and leading home theater and two-channel audio importer TotalQ (<http://www.ozhifi.com/>), today announced a strategic distribution partnership to address consumer and reseller demand in Australia.

TotalQ is now Australia's exclusive distributor of RedEye remote, an advanced multi-room, multi-controller system; and RedEye mini, the portable way to control virtually everything from your iPhone, iPod touch and iPad.

"Australians have been using RedEye universal remote control accessories for iPhone and iPod touch since the end of last year, and we really like what ThinkFlood are doing," said TotalQ Managing Director Rob Sanders. "Carrying the RedEye line means our dealers and installers will have both the best AV equipment, and the smartest ways to control it."

"Australia is a well-known test market for the latest consumer electronics, so we were not surprised to see early traction with RedEye product there," said Adam Shapiro, ThinkFlood founder and Vice President of Operations. "Still, moving beyond the early-adopter crowd requires solid local marketing, so we're thrilled to expand our presence in Australia with a manufacturer and distributor as reputable as TotalQ."

RedEye will be available to Australian dealers beginning in April. RedEye mini will be available this spring.

### **About ThinkFlood**

ThinkFlood (<http://thinkflood.com/>) designs and develops remote control hardware and software. Its first commercial application, RedEye (<http://redeyereMOTE.com/>), turns the iPhone, iPod touch or iPad into a personal remote that allows control of virtually any home entertainment device from any room in the home. RedEye mini offers a similar level of control in a low-cost, portable form. All RedEye universal remote control products offer features and functionality previously available only in remotes costing several times as much. Founded in 2007, ThinkFlood is a privately held company headquartered in Waltham, Massachusetts, USA.

With over 4,000 fans and counting, RedEye is the most popular remote control on Facebook <http://www.facebook.com/thinkredeye>.

Visit ThinkFlood's blog, MoreControl (<http://morecontrol.com/>) for the latest remote control and home automation news.

### **About TotalQ Pty Ltd**

TotalQ designs and manufactures custom electronic solutions for residential and corporate applications. Its brand, HAL (<http://www.hallifestyle.com/>), consists of multi room AV, lighting control and automation modules that are sold extensively through specialist custom installers and distributors throughout the world. TotalQ's distribution business, Ozhifi (<http://www.ozhifi.com/>), is Australia's leading importer of high-end home theater and two-channel audio equipment. Ozhifi offers products from Atlas Cables, AudioControl, Chord Electronics, Dynaudio, HAL, Interact-TV, JL Audio, PLINIUS, RedEye, Vantage Point, and Wisdom Audio. Headquarters for TotalQ Pty Ltd are in Port Melbourne, Victoria, Australia.

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