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RedEye mini Turns Your iPhone, iPod touch or iPad Into Advanced Universal Remote and Program Guide

Waltham, MA – March 3, 2010 — ThinkFlood (<http://thinkflood.com/>), maker of RedEye universal remote control products for iPhone, iPod touch, and iPad, today announced RedEye mini. RedEye mini is the affordable (\$49), portable way to turn any iPhone, iPod touch or iPad into an advanced universal remote with free, integrated program/channel guide and infrared code database.

RedEye mini users can control their TVs, DVRs, stereos, game consoles, etc., whether they are at home or on the go, and can save button layouts for favorite activities such as, “Watch Blu-ray in Living Room,” “Listen to Music at Work,” or “Watch TV at Gym.”

“The second product in the RedEye line, the RedEye mini, continues our tradition of giving iPhone, iPod touch and iPad owners benefits previously available in remotes costing several times as much,” said ThinkFlood president and founder Matt Eagar. “We also think it’s pretty sweet that RedEye mini is the world’s smallest activity-based remote.”

Why choose RedEye mini?

- RedEye mini is the most affordable (\$49), powerful, and customizable universal remote accessory for iPhone, iPod touch and iPad. The free RedEye app — available through the iTunes AppStore — is constantly evolving. RedEye mini users will frequently benefit from new features and functionality via software updates.
- Unlike other iPhone remotes, RedEye mini plugs into the headphone jack, which frees the dock connector for charging while the remote is in use. This is a significant advantage because iPhone users will not have to flip their phones upside-down to use the remote, and having a low battery will never leave users stranded without a remote.

Why is RedEye mini the best portable universal remote for iPhone, iPod and iPad?

- *Infrared Code Database & Learning Module* – Large, continuously updated database of manufacturer-supplied remote codes for easy set-up. Or use the learning module to quickly train RedEye mini with commands from existing remotes.
- *Program and Channel Guide* – Free integrated electronic program guide allows users to access program and channel information without interrupting what is happening on the TV screen.
- *Unlimited Device & Command Capacity* – Control a virtually unlimited number of devices; store a virtually unlimited number of commands.
- *Activity Remotes* – Customize personal remotes for favorite activities. Example: select useful buttons from existing remotes and place them on one screen for easy access to just the commands needed at the moment.
- *Macros* – Customize buttons to send out a series of commands. Examples: touch one button to mute TV volume and turn on closed captioning; touch one button to jump to ESPN.
- *Customizable control* – Control equipment with touchscreen buttons, Apple’s Multi-Touch gestures, and accelerometer controls. Examples: swiping two fingers down the screen can lower volume; flicking the iPhone forward can change the channel.

RedEye mini will be available this spring through the ThinkFlood website (<http://thinkflood.com/>), as well as through participating dealers and retailers. If you would like to be notified when RedEye mini goes on sale and receive periodic updates about RedEye remotes, please sign up at <http://thinkflood.com/news/newsletter>.

About ThinkFlood

ThinkFlood (<http://thinkflood.com/>) designs and develops remote control hardware and software. Its first commercial application, RedEye (<http://redeyerebate.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.

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.

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