

FOR IMMEDIATE RELEASE

## **ThinkFlood Announces MoreControl, a Blog for Remote Control Fanatics**

*ThinkFlood's RedEye, the first and only universal remote control system for iPhone and iPod touch, will go on sale later this fall*

**Waltham, Mass – Oct. 7, 2009** – ThinkFlood (<http://thinkflood.com/>), maker of the RedEye personal remote control for iPhone and iPod touch, today announced MoreControl (<http://morecontrol.com>), a blog dedicated to remote control technology and trends. ThinkFlood launched MoreControl in anticipation of the commercial availability of its RedEye universal remote control system for iPhone and iPod touch later this fall.

MoreControl features news and developments in remote control technology, home automation, iPhone apps and accessories, user experience and related topics. Based on the interests and expertise of the ThinkFlood team, MoreControl pays special attention to how mobile devices like the iPhone are becoming the hottest new platforms for controlling the world around us.

"When someone is passionate about something – as we are about remote controls – it's hard to keep quiet," said Matt Eagar, president and co-founder of ThinkFlood. "We have been thrilled with feedback and discussion among the RedEye beta community. Based on that experience, we want to reach out and engage with the larger world of remote control and home theater enthusiasts. MoreControl is our way to do that."

Along with Matt Eagar, MoreControl contributors include Adam Shapiro, Kevin Letourneau and Justin Nguyen.

The RedEye system (<http://redeyereMOTE.com/>) turns the iPhone and iPod touch into a personal remote control that allows control of virtually any home entertainment device from any room in the home. RedEye offers users an affordable, easy-to-use interface and all of the features and functionality previously available only in expensive, high-end universal remotes and home automation systems.

Visit MoreControl at <http://morecontrol.com> to learn about the evolution of remote control technology and to openly share ideas, opinions and discussion.

### **About ThinkFlood**

ThinkFlood (<http://thinkflood.com/>) designs and develops hardware and software with a focus on making everyday tasks easier. Its first commercial application, the RedEye system, is an iPhone accessory and application that transforms the phone into a universal remote control and enables users to easily control almost anything in their home entertainment centers using any iPhone or iPod touch device. Founded in 2007, ThinkFlood is a privately held company headquartered in Waltham, Mass.

### **Media Contact**

Christina Carlson  
Topaz Partners  
[ccarlson@topazpartners.com](mailto:ccarlson@topazpartners.com)  
508-335-1399