

## **ThinkFlood and Trends Electronics International Partner to Sell RedEye Remotes for iPad, iPhone and iPod touch in Canada**

**Waltham, MA and North Vancouver, British Columbia — July 15, 2010** — ThinkFlood (<http://thinkflood.com/>), maker of RedEye remotes for iPad, iPhone and iPod touch, and Trends Electronics International Inc. (<http://www.trendsinc.com/>), Canada's leading audio and control electronics supplier, today announced a strategic distribution partnership to address consumer and reseller demand for RedEye remotes.

ThinkFlood selected Trends Electronics as a distributor for RedEye remotes because the company serves residential, commercial, automotive and marine markets across Canada, through a variety of distribution channels—from chain stores to independent retailers and custom installers.

RedEye products turn the iPad, iPhone and iPod touch into networked universal remotes that offer high-end functionality at an affordable price. Using an Apple iDevice instead of a traditional remote, RedEye and RedEye mini users can operate anything controlled by infrared: TVs, DVRs, cable and satellite receivers, DVD and Blu-ray players, game consoles, stereos, and more.

“We are thrilled to partner with Trends to sell RedEye networked universal remotes in Canada,” said ThinkFlood Founder and Vice President of Operations Adam Shapiro. “Trends Electronics’ dealers fully support the products their supplier carries because they know Trends only sells things they back one-hundred percent.”

“More than twenty years ago, we named our company ‘Trends’ because our mission was to cut through all the hype to bring dealers the most innovative audio and control products—but only the ones worth owning, like ThinkFlood’s new RedEye remotes,” said Trends President and CEO Mitch Irving. “Everyone already has a cell phone, MP3 player or tablet these days, so why not use it to control everything, instead of a universal remote? They already know how to use it.”

Trends Electronics offers products from APC, Audison, Bazooka, Cascade, Connection, Exile, Future Automation, Hertz, iConnects, iPort, JVC, Liberty Wire & Cable, Netstreams, Panelcrafters, Perfect Path, RedEye, Sonance, Trufig, Vista Acoustics, Wetsounds, Woodees, WyreStorm, Zenesis and others.

### **About ThinkFlood**

ThinkFlood (<http://thinkflood.com/>) designs and develops networked remote control hardware and software. Its first commercial application, RedEye, turns the iPad, iPhone and iPod touch 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 networked universal remotes 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. Sign up for ThinkFlood’s RedEye newsletter at <http://thinkflood.com/news/newsletter>.

With 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.

**Trends Electronics International Inc.**

Trends Electronics International (<http://www.trendsinc.com/>) is a wholesale distributor of mid to high-end AV products, headquartered in Vancouver, British Columbia. Trends Electronics serves residential, commercial and mobile markets across Canada, through a variety of distribution channels—from chain stores to independent retailers and custom installers. Since 1990, promotion, education and support have been the cornerstones of the company's dedication to providing a solid return on investment for dealers. Trends takes time to review and understand its customers' needs based on their individual requirements.

Contact:

Christina Carlson  
ThinkFlood, Inc  
[christina.carlson@thinkflood.com](mailto:christina.carlson@thinkflood.com)  
508-335-1399

Darren Kolotyluk  
Trends Electronics International Inc.  
[darren@trendsinc.com](mailto:darren@trendsinc.com)  
877-946-9255