



NewKinetix Announces Launch of Rē Universal Remote iPad Interface V3.0

The Rē is a full-featured, activity based IR remote with built-in upgradable IR database support for nearly all AV devices designed to meet and exceed the performance of high-end traditional remotes.

Portland, OR. September 20, 2011: Just in time for the holidays and fueled in large part by comments and feedback from customers, NewKinetix announced the arrival of Version 3.0 of the Rē Remote Control application for iPad, iPhone and iPod. The updated application can now turn the iPad into a media command center and iPad universal remote, complete with remote selection, activity remotes, favorites and device remotes all in one view.

“The primary motivator behind this upgrade was to take advantage of the full screen real estate of the iPad,” says NewKinetix co-founder Barry Baril. “Now our customers can improve remote display organization and easily create views that will not require scrolling.”

In a competitive market, it is this focus on continuous improvement that has kept NewKinetix (<http://www.newkinetix.com/>) and the Rē universal remote accessory and remote ahead of competition: “While we were one of the first to launch, we have just stayed focused on building a universal remote that competes with the best remote controls on the market, regardless of the platform,” added Baril.

Other improvements of V3.0 NewKinetix Rē remote control app include enhanced customization and personalization options. For instance, users can now add wallpapers from their own photos. Copy/paste buttons and folders now offer even faster setup options. Users can create folders containing button groups for improved display organization. This improved space utilization of the V3.0 Rē erases the necessity to scroll to see all displays-- making the iPad a one-stop shop for easy control of all devices--at home or in the office. And the Rē Universal application is now available in three languages: English, French and German.

The Rē app works in conjunction with an IR accessory, containing a pre-programmed database that makes it simple to set up all devices without reprogramming. Remote codes not included in the database are quickly added on NewKinetix’s online user forum (<http://www.newkinetix.com/forum/>) resulting in a database that is constantly evolving to meet user needs.

For holiday shoppers, NewKinetix has also set up a holiday page (<http://www.newkinetix.com/2011-re-holiday-press-page/>) complete with detailed product and pricing information.

About NewKinetix:

NewKinetix is a team of engineers in Portland, Oregon who have been working for two decades to provide hardware and software solutions focusing on ease of use and interactivity.

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Media Contact:

Ben Friedle

Outlier Solutions, Inc.

ben@outliersolutions.com

971.533.7223