

**NewKinetix Announces New Customization Features for the Rē iPhone, iPad and iPod touch Universal Remote  
with the Release of Version 3.1**



*The NewKinetix Rē remote device and app turn the iPhone, iPad or iPod touch into a universal remote that surpasses even high-end traditional remotes.*

**FOR IMMEDIATE RELEASE: NewKinetix Announces New Customization Features with Version 3.1 of the Rē iPhone, iPad and iPod touch Universal Remote.**

**Portland, OR, November 23, 2011:** Hot on the heels of the recent V3.0 release of its full-screen iPad universal remote interface, NewKinetix today announced the arrival of new remote customization options with release of Version 3.1 of the Rē Universal Remote App.

The new options come in large part in response to requests from current Rē customers, with new features bringing additional usability and fun to the remote application. Being responsive and agile to customer feedback has been an ongoing priority for the Portland-based company; the new customization options join other features like IR Codes on Demand™, which allow NewKinetix to add remote codes to the database at any time based on customer requests or the arrival of new devices that require new IR code sets.

New custom buttons allow users to personalize in a variety of ways--like adding network or other logos not already located within region lists to personalize networks based on their location--or choosing a local affiliate station as opposed to a corporate CBS network logo. Options for buttons are limited solely by the imagination of the consumer, creating fun ways to personalize the Rē remote to suit individual preferences.

“My wife wanted to easily recognize her Watch TV Activity remote for her sewing room, so I created a set of custom buttons that are various shaped wooden buttons,” says NewKinetix co-founder Barry Baril. “My own first custom set is a variety of ball images from all the sports I enjoy watching in the ‘man cave.’ Custom buttons for each room further personalizes the experience of using an iOS universal remote.”

The Rē remote’s unique and highly transportable characteristics are what have set the Rē apart from other WiFi or Bluetooth Blaster based remotes. Rather than requiring placement of a device where it can communicate with a user’s network as well as have line of sight to the AV equipment, the Rē is easily transported anywhere the user goes, from room to room or even home to office. “I have five room set-ups for my home, two for my vacation home, one for my office and one for my regular lunch hangout. You can’t do that with a WiFi or Bluetooth Blaster based remote,” added Baril.

**About NewKinetix:**

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

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