

For Immediate Release

Instantly Turn Your iPhone® or iPod touch® into a Universal Remote Control with FLPR from New Potato™



WILMINGTON, NC —March 4, 2010 —New Potato Technologies, an innovator and developer of iPod and iPhone accessories, today introduced FLPR™, a revolutionary new accessory and app that transforms iPhone and iPod touch into a universal remote control. FLPR lets users control multiple electronic devices, including televisions, cable and satellite boxes, stereo systems, lights, ceiling fans and just about anything else that uses an infrared remote control. Available this month from Best Buy stores nationwide, and online at <http://www.newpotatotech.com>, the revolutionary FLPR replaces a sea of remotes cluttering up the home.

FLPR is a snap to set up. After purchasing the FLPR infrared interface and popping it into the iPhone/iPod touch dock connector, users simply download the free FLPR app from the App Store™ online store. Once the app is launched, choose the device “type,” select “brand,” “name it” and “use it.” It’s that easy. FLPR comes pre-programmed with over 14,000 remote control codes, including all major electronics brands.

Unlike other universal remote solutions for iPhone and iPod touch, FLPR’s extensive database of over 14,000 pre-programmed remote control codes means that you don’t have to spend time learning your existing remotes “button by button.” FLPR works with hundreds of brands of devices out of box with no programming necessary.

FLPR is also a learning remote. If the remote control code for that old television in the guest bedroom is not in the extensive FLPR database, you can easily teach FLPR the code for that old relic, creating a brand new remote.

The user-friendly, stylish interface of FLPR rivals that of expensive, high-end universal remotes. What’s more, FLPR can be personalized with the included free background skins. The screen for each device you control can have a distinct look so you can instantly tell the remote for the television apart from the iPod docking sound system.

FLPR has a range of about 30 feet and is powered by the iPhone/iPod touch. The free FLPR app is available now in the iTunes store. For more, visit <http://www.newpotatotech.com/flpr>.

The FLPR infrared interface will be available March 4, 2010 at NewPotatoTech.com and in-store nationwide at Best Buy on March 28, 2010 for \$79.99.

About New Potato Technologies

New Potato Technologies is a consumer electronics company headquartered in Wilmington, North Carolina, and focused on extending the amazing iPhone, iPod and iPad™ platforms into new innovative areas.

For more details on FLPR and New Potato, visit newpotatotech.com or contact sarah@newpotatotech.com

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