



Creators of the weemote® family of remote controls

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Fobis Technologies Enhances Weemote Sr® to Simplify Digital TV Transition

R7.5 Release Supports New Class of DTV Converter Boxes

Miami, Florida – July 17, 2008 – Fobis Technologies, innovators of gadgets for real life, has upgraded its Weemote Sr customized remote control to support the Digital TV Transition (DTV) and eases the confusion and worry for consumers on how they will navigate the change.

First introduced in 2003, Weemote Sr was created specifically for users with memory problems or vision impairments and allows users to set up to 10 pre-set channels with six dedicated channel buttons in different shapes. The product supports TV's and various multi-component devices, and now, this new class of DTV converter boxes.

On February 17, 2009, television stations will complete the transition to an all-digital system, ending analog broadcast television. People who have TV sets that rely on an antenna (set-top or rooftop) will need to purchase a digital-to-analog converter box in order to receive network television stations*. The converter box uses a sub-channel concept (when it goes digital, Channel 10 becomes 10-1 or 10-2) causing confusion among viewers. The latest upgrade to Weemote Sr simplifies the remote control process for the digital-to-analog converter by programming favorite channel buttons that can be set to go directly to specific channels, regardless of the numbers as high as 9,999.

“Consumers, especially senior citizens, are confused, frustrated and concerned about how the transition will impact their TV viewing,” said John Buchmann of

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freedtvshop.com. "Weemote Sr is a cost effective and seamless solution to keeping entertainment systems simple following the transition. We've already begun pre-selling the product to adult children who are buying them for their parents."

The same base operating software is also available in Weemote®, a television remote designed specifically to make TV viewing safer for children. The Weemote Sr, has a suggested retail price of \$24.99 and is available for purchase on Amazon.com as well as the companies own web site at <http://www.shop.weemote.com>. Fobis expects this new version, dubbed R7.5, to be available for immediate delivery by August 15th, 2008.

**People who have TV sets that rely on an antenna (set-top or rooftop) will be affected and will need to either purchase a digital-to-analog converter box, subscribe to a cable, satellite or telecommunications service provider or purchase a new digital-ready television.*

About Fobis Technologies

Headquartered in Miami, Florida, Fobis Technologies was established in 1998. The company focuses on "Designing Gadgets for Real Life." Fobis Technologies provides a line of simple to use remote control devices that feature a high level of customization called the weemote®. weemote® has been a registered trademark of Fobis Technologies Inc. since 1998. For more information on the weemote® family of products, please visit www.weemote.com.

In an effort to make television safer for kids, Fobis introduced the Weemote remote control in 2000, enabling parents to control the type of content their children viewed while providing them with a simple to use, eye-catching device of their very own to navigate through parent-approved channels. In 2008, Fobis introduced the Weemote Sr, a simple remote control for the DTV Transmission boxes.

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