

FOR IMMEDIATE RELEASE
January 15, 2015

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Amy Jalili Joins iRule as Director of Marketing

Detroit, Mich. – Detroit based iRule, LLC announces Amy Jalili as director of marketing for iRule and On Controls. On Controls is a leading cloud-based control and automation system for custom integration dealers.

Bringing more than a decade of business-to-business marketing experience, Jalili is responsible for managing iRule's corporate, channel, brand, direct, product and partner strategic marketing and communications.

A Michigan native, Jalili began her career in real estate, finance, and technology, transitioning to commercial real estate in 2010. She most recently led the creation and implementation of cross-channel strategic marketing solutions, digital advertising and communications as director of marketing for Farbman Group in Southfield, Mich.

She resides in Franklin Village, Mich.

iRule is a cloud-based software solution coupled with simple hardware which controls any infra-red (IR), RS-232 or Ethernet-enabled audio/video equipment, making it compatible with nearly any system or combination of components. A fully customizable interface allows users to simplify controls, upload their own images and personalize menus to their preferences. iRule is also easily updated to control additional components or to migrate to the latest versions of smartphones and tablets, making it the last remote you'll ever need.

iRule software is available through Apple's App Store and Google Play. The iRule gateway package hardware is available at www.iRuleAtHome.com. The company has already sold over 15,000 licenses in 50+ countries via word-of-mouth and online "buzz" among early adopters, home theater professionals and online forums.

About iRule:

iRule is an application that transforms the iPad, iPhone, iPod touch, and Android devices into a universal remote control, allowing you full control of audio video gear simply and reliably. Based in downtown Detroit, iRule focuses on a simple user experience that allows non-experts the ability to quickly and easily create a powerful personalized remote. iRule is fully upgradeable and accommodates users' changing needs.

About On Controls by iRule:

On Controls by iRule is a full control and automation system that leverages the power of iPad, iPhone, iPod Touch, Android and Amazon Kindle devices. Using our cloud-based programming and file storage along with our wired or Wi-Fi controllers, On Controls by iRule can be used to build any size system on almost any size budget from a basic family entertainment room to an entire estate or from a small home office to a large commercial venue. It is available exclusively through our network of qualified, authorized professional custom integration dealers.

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