



## [iRule Completes Round A Financing](#)

**The company will use the proceeds to further develop its cloud- based programmable remote control products and launch its marketing efforts.**

Detroit-based [iRule LLC](#), a developer of cloud-based software solution coupled with simple hardware which controls any audio, video and lighting equipment recently completed its round A financing led by [CPoWeR Ventures](#) ([Compuware Corp.](#) venture capital arm) and Michigan angels. {Compuware's CTO, Mr. Paul Czarnik, will join iRule's Board of Directors.}

The company will use the proceeds to launch its marketing and sales efforts and continue product development of its iOS and soon to be released Android based family of products, with future expansions to other operating systems.

iRule was founded in 2009 to develop cloud based software solutions for the smart home. The company is headquartered in Detroit.

iRule CEO, Itai Ben-Gal stated "the funding was raised to accelerate the company's growth. The company currently has over 3,600 paying customers in over 39 countries."

Ben-Gal also said, "We are very pleased to close the round, which was over-subscribed, and be able to focus on growing the company."

iRule is a cloud-based software solution coupled with simple hardware which controls any infrared, RS232 or Ethernet-enabled audio or 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. The iRule gateway package hardware, available at [www.iRuleAtHome.com](http://www.iRuleAtHome.com).