

Remotes coming to Netflix-streaming devices

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(AP) -- Netflix fans will soon be able to use a remote controller to flick through their flicks available for streaming over the Internet on devices such as TV sets, Blu-ray players and others.

Netflix Inc. said Tuesday that [consumer electronics](#) companies will begin selling remotes with "[Netflix](#)" buttons in the spring. The buttons will bring up the Netflix screen on users' TV sets, providing easier access to TV shows and movies. Though the button will likely only save couch potatoes a few seconds of time, its appearance is another sign that Netflix has become a household name.

Netflix says the list of companies that will make the remotes for some new Blu-ray players include Best Buy's in-house Dynex brand, Memorex, [Panasonic](#), Samsung, Sony and Toshiba. Some Blu-ray devices can connect to the Internet, which lets users stream movies.

Sharp, Sony and [Toshiba](#) will also place the Netflix button on some new Internet-connected TVs.

Netflix, based in Los Gatos, Calif., has been spending heavily to obtain the streaming rights to movies and TV shows to help lure more customers and shift existing subscribers away from DVDs, which cost more to distribute.

Shares of Netflix rose 18 cents to \$181.55 in after-hours trading, having closed up \$2.96 at \$181.37.

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