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SoftwareTime Launches Parental Control Software, Designed to Improve Well Being of Parents & Kids

Branford, Conn. (November 12, 2004) – SoftwareTime announces the launch of ComputerTime 1.0, software that lets parents decide when, where and how children use the family computer. ComputerTime, available as a free trial and purchase through www.softwaretime.com, enables parents to get a handle on excessive computer use, so kids can spend time on other activities. Parents no longer have to argue with kids over computer use, greatly reducing their stress levels.

Inappropriate Internet content continues to be a big problem for parents. While there is *filtering* software on the market, no product is foolproof. The best filter is a parent's watchful eye, and ComputerTime allows parents to assist in that function.

Medical experts agree that excessive screen time (TV, video games, and computer use) is detrimental to developing minds of children. The American Academy of Pediatrics (AAP) has stated that the total screen time should not exceed one or two hours per day. The AAP suggests, "Consider using a timer to enforce the rule." The AAP Web site also states, "Whenever possible, participate in your child's ... computer time, and discuss what she sees and hears."

In her book "Failure to Connect," renowned author and expert on children's computer use, Dr. Jane M. Healy writes about setting limits. "Allow limited and supervised computer time in the company of a mediating adult," she advises.

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With ComputerTime installed on the family computer, excessive computer use is addressed, helping to:

- Ensure children don't stay up past bedtime because they're chatting online
- Restrict time-of-day computer use, allowing parents to be present when kids are online
- Make sure homework is done before computer can be used
- Encourage children to read more, or get much needed exercise, by limiting computer use
- Make sure the computer is shared fairly between siblings
- Disable computer use entirely ... or any combination of these, and more

With hundreds of thousands of computers bought as gifts for children during and after the holiday season, ComputerTime gives parents the tools they need to ensure the computer is not a source of stress for them or their kids.

About SoftwareTime, LLC

SoftwareTime, a privately-held company, was founded in 2003 to address the needs of parents regarding their children's computer use. Cofounders Joe Acunzo and Mark Sicignano left the world of creating software products for business users and jumped into developing products for parents. As parents themselves, they decided to take their nearly 50 years of combined software design experience and apply it to the development of parental control tools. Visit SoftwareTime at www.softwaretime.com.

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