

## **FOR IMMEDIATE RELEASE**

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## **Kaiser Family Foundation Publishes Alarming Numbers – SoftwareTime Gives Away Free Solution to Parents**

Branford, Conn. (March 11, 2005) – On average, kids ages 8 to 18 are either watching TV, playing video games, or on the computer for 6 ½ hours a day! This according to a study entitled “Generation M: Media in the Lives of 8-18 Year-olds” just released by the Kaiser Family Foundation. The study found that kids, “... are spending an increasing amount of time using "new media" like **computers**, the **Internet** and video games ...”

In response to this alarming number, SoftwareTime is offering its award winning **ComputerTime** product to parents for **free** (normally \$39.95) for the remainder of March. ComputerTime allows parents to set time limits on their kids computer use – amount of time in a day, time-of-day and the amount of time at one sitting. [SoftwareTime](http://www.softwaretime.com) CEO and Cofounder Joe Acunzo states, “This is exactly why ComputerTime was developed. Kids need time limits on their computer use for their own safety and well being!”

The Kaiser study poses some thought provoking questions in different categories:

- *Broad Societal Issues* - What does it mean for the nature of childhood, or interpersonal and family connections?
- *Health Concerns* - What about the impact on childhood obesity?
- *Issues of Cognitive Development* - Can new media offer educational content in an appealing and effective format, or do they distract from more substantive pursuits such as reading and homework?
- Do media stifle, or inspire creativity in young people; empower or disenfranchise them?
- Does it offer powerful tools for health education, or model unhealthy habits?

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With all of the potential negative effects of this “new media” on children (computer and Internet), you might think parents are rushing to monitor and curb its use. However, despite concerns by parents, the study did not find evidence of any major efforts by them. In fact, the majority of kids said their **parents don't impose any rules or limits** on them.

The Kaiser study concluded that, “The sheer amount of time young people spend using media ... makes it plain that the potential of media to impact virtually every aspect of young people’s lives **cannot be ignored**. ... Anything that takes up this much space in young people’s lives **deserves our full attention**.”

While SoftwareTime believes the computer is an amazing tool for children for both education and recreation, as this study has shown, it is being overused, and therefore parental guidance is necessary.

### ***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. SoftwareTime also maintains a [blog](#) with interesting, helpful articles and news items about families and how technology affects them for better or worse. Visit SoftwareTime at [www.softwaretime.com](http://www.softwaretime.com).

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