

HandHold Adaptive Aligns with Autism Speaks and Els for Autism Foundation

To benefit those with autism spectrum disorders, alliances will increase awareness and distribution of new technology, including iPrompts, a picture-based prompting tool for the iPhone and iPod Touch

Shelton, Conn. | March, 2010 – HandHold Adaptive, LLC, a developer of handheld software for those with special needs and their caregivers, has announced strategic alliances with Autism Speaks, Inc., the nation's largest autism science and advocacy organization, and the Els for Autism Foundation, established by professional golfer Ernie Els.

HandHold Adaptive® will contribute a base of 10 percent of iPrompts® sales to Autism Speaks, which will introduce iPrompts and other product offerings from HandHold Adaptive to its constituency. iPrompts, available for \$49.99 on the iTunes App Store, allows caregivers to present picture-based prompts, such as visual schedules and timers, to those with special needs. Through iPrompts, additional visual structure is provided in a convenient, flexible manner.

The Els for Autism Foundation is committed to building The Els Center of Excellence in Florida, a first of its kind campus that includes public charter school education for 300 students, applied research, medical and professional treatment, transition to adulthood services and a web-based global digital learning program. The Center will work with HandHold Adaptive to deliver a variety of tools that parents, educators, and children worldwide will use directly from their cellular phones.

“We are tremendously excited to work with both Autism Speaks and the Els for Autism Foundation,” notes Daniel Tedesco, Founder and CEO of HandHold Adaptive. “These alliances will help us to grow and enhance iPrompts, and ultimately to reach our goal of becoming a leading provider of numerous technology solutions in the special needs space.”

To further the company's mission of bringing technology to the autism community, HandHold Adaptive has also announced an exciting software giveaway in conjunction with Autism Awareness Month in April.

The giveaway will award \$1,000 in free software through an essay contest. Those interested in participating are encouraged to submit a two-paragraph essay, explaining how they feel using iPrompts would help make life easier. HandHold Adaptive will select the top twenty essay writers by April 30, and award one free copy of iPrompts to each. Contest details are available at www.iprompts.com.



As a methodology, picture-based communications are often used by caregivers of those with language, cognitive and attention deficits, including people with autism spectrum disorders and other special needs. iPrompts brings these methods into the “wireless revolution,” building upon the popularity and superior usability of Apple’s iPhone and iPod Touch. The application will also run on the Apple iPad (available in April), and is especially helpful in reducing the frustrations of everyday life when traveling or “on the go”.

Joanne Johnson, of Naugatuck, Conn., uses iPrompts with her son Eric, who has autism. “iPrompts is an exciting application which can open the doors for many who suffer with communication issues. It’s easy to use, easily accessible and is readily accepted in the community – it’s really cool to carry an iPhone,” said Mrs. Johnson.

More information about iPrompts, including screenshots, testimonials, and a video tutorial, can be found by visiting www.iprompts.com.

About HandHold Adaptive, LLC:

Founded by the family of a boy with autism, HandHold Adaptive, LLC is a Connecticut-based software development firm that researches, tests and deploys assistive technologies to support those with special needs and their caregivers. HandHold Adaptive believes the “differently enabled” shouldn’t be left out of the wireless revolution, and is committed to adapting mass market handheld devices to make life easier for those with developmental challenges.

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