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**NEW PRODUCT ANNOUNCEMENT
PLEASE REPRINT**

New Software Helps Users Reach for the Stars

For some users of BigShot® Magnifier, the sky truly is the limit. At least one seafaring customer is using the software offshore to see his navigational charts, produced by a satellite-based global positioning system (GPS).

Jacques Lawrence is the owner of Lawrence Enterprises Aquatic Monitoring Equipment. The Long Island-based boating enthusiast recently loaded BigShot onto the laptop used to determine his nautical location via GPS. The program enlarges his computer screen, helping him to precisely track his position, course, and distance traveled, at a glance.

Operating like a virtual magnifying glass, BigShot Magnifier permits greater viewing distance from the screen. The program magnifies all visible elements, providing 20 adjustable levels of enlargement, from 105% to 200%.

"Most yachting applications provide a zoom feature," says Lawrence. "However, BigShot allowed me to enlarge my charts while maintaining depth and navigation aids on the chart page. I am also using a GPS input into my computer which allows the chart to scroll as I travel. BigShot did not interfere with the use of the other features of my navigation software."

Vermont-based Ai Squared, developer of BigShot, is a world leader in low-vision accessibility products. The company recently adapted its variable full-screen magnification technology to meet the viewing needs of the typical computer user. The easy-to-use, Windows-compatible software is ideal for personal and office applications, either stationary or mobile.

According to the American Optometric Association, up to 90 percent of all people who work at a computer experience some type of ocular discomfort, such as irritated eyes, heavy eyelids, and difficulty focusing on the screen. The normal aging process also restricts vision, as countless baby boomers and older Americans are learning.

For anyone with these symptoms who spends extended sessions viewing the screen of a laptop, desktop, or LCD projector, BigShot Magnifier can help. According to Jacques Lawrence, "I highly recommend this software and am looking forward to my next summer cruise with BigShot aboard as my new first mate."

Seaworthy and landlubbing computer users alike who are interested in learning more about BigShot Magnifier can visit the product web site at www.bigshotmagnifier.com or call (800) 859-0270. To receive a $10.00 discount off the regular retail price of $99.00, mention Priority Code REL1 with your order.

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