

AZtech has earned a reputation for backing products that service people who have disabilities



The AZtech Way

by Kristina Provencher

On the surface AZtech may just appear to be another company interested in bringing products to the market so they can make a quick buck. But look a little closer and you realize that AZtech has earned a reputation for backing products that service people who have disabilities. "We look for products that will benefit the consumer, but we also look at it from a marketing point of view," says Jeffrey Kohler, vice president of AZtech.

AZtech is in the assistive technology and aging business. They provide professional marketing research, technology transfer and inventor services by using focus groups, field-testing and surveys.

Innovations is one of AZtech's programs that brings new technologies to the market by establishing a link between new inventions in the field of assistive technology with

manufacturers and distributors in the marketplace.

Kohler says that out of the 40 applications he receives each year, only two or three of the products go to market. The marketing a device is absorbed by the \$250 application fee must be the inventor.

Here are some of the most recent inventors/inventions that have been paired with companies.

Wheelchair Seating System Rock-n-Roll



Kristina Provencher is assistant editor of *Inventors' Digest*.

SUCCESS STORIES

"We look at office furniture and wouldn't think of sitting in a chair that didn't move," said Susan Farielli, "yet we stick people in wheelchairs for the rest of their lives in things that don't move."

That is why Farielli has come up with a unique wheelchair seating system. She has designed a spring system that doesn't just absorb shock, but actually responds to the movement of a person.

"It allows weight to be absorbed so you don't get pressure sores like many people in wheelchairs get," said Farielli. Her system is designed so that one's center of gravity is still over the wheels. You can move and grove all you want!

Farielli has been working on her project since 1992 and currently has 12 patents on it. She is working with Uplift Technologies to manufacture the product. It is not on the market yet.

Farielli's unique seating system responds to movement so you can rock-n-roll if you want to.

Susan Farielli
a.k.a. prototype
P.O. Box 935
Branford, CT 06405
(203) 488-1758
USA

susanfarielli@yahoo.com

Farielli designed a spring system that doesn't just absorb shock, but actually responds to the movement of a person