



Why EyeTimer?



Many kids today are virtually addicted to television and the Internet. While this type of addiction may seem relatively benign – especially compared to drug and alcohol dependencies – studies show it can seriously affect the development of their creative and social skills. Evidence suggests it may even lead to obesity, lower test scores and, for some, a propensity toward violent behavior.

Whether or not they're addicted in a clinical sense, kids spend way too much time in front of a TV screen – twice as much as they do in the classroom, according to the Center for Media Education. And getting them away from the tube to crack the books, or even go outside and play, can lead to arguments, tantrums and even screaming matches.

Breaking the Addiction

EyeTimer is a tool for parents who wish to set limits on the time children spend with electronic entertainment, including TV, video games or the Internet. The most visible benefit of EyeTimer is that children and parents have one less thing to argue about. Because the "system" sets the limits, children learn to discipline themselves.

Parents set weekly **Time Budgets™** to empower their kids to manage their own time. Children decide for themselves when to use the computer or TV; parents decide for how long. In addition, the exclusive Study Mode™ feature allows children to access word processing and other schoolwork-oriented programs.

EyeTimer not only helps parents set healthy time limits for television and internet use, but also gives children control over their own leisure time, instilling valuable life skills.

How It Works

EyeTimer software (\$39.95) is easily installed on a Windows computer, and acts as the "brain" of the system. With EyeTimer Software only, parents can set Time Budgets for their kids for all of the computers in their home. It does this without any additional hardware by "locking" and "unlocking" the computer.

Later, parents can add EyeTimer Hardware to control TVs and video game consoles. Using the same technology as a cordless phone, EyeTimer sends radio signals that turn on and off electrically powered entertainment devices according to the Time Budgets set in EyeTimer Software.

EyeTimer is simple:

- 1 Parents install EyeTimer Software on their Windows PC, and set a Time Budget for each child. (For example, one hour of entertainment per day or 5 hours per week.)
- 2 When kids want to watch TV or use the computer, they sign on to EyeTimer.
- 3 EyeTimer then turns on the device they wish to use via a small wireless transmitter.
- 4 When time's up, EyeTimer turns off the device. It's that simple!

