

Unifiq previews Aspire for Mac OS X Leopard

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Ontario based Unifiq today introduces the first public preview of Aspire, their new life-goal and brainstorming utility for Mac OS X Leopard. It takes a unique and innovative approach, providing a visual workspace to brainstorm, prioritize, review, refine, track and help improve anyone's life goals and long-term plans. With a very specialized focus and emphasis on ease-of-use, Aspire helps users take an honest look at their plans and truly understand what it takes to accomplish them.

Guelph, Ontario - Unifiq is delighted to introduce the first public preview of Aspire, their new life-goal and brainstorming utility for Mac OS X Leopard. It takes a unique and innovative approach, providing a visual workspace to brainstorm, prioritize, review, refine, track and help improve anyone's life goals and long-term plans.

Designed specifically for long-term planning, Aspire is an easy-to-use visual tool for defining goals, identifying obstacles, and brainstorming the solutions users need to achieve their dreams. Aspire helps users take an honest look at the big picture to truly understand what it takes to accomplish them using three basic concepts: Goals, Obstacles and Solutions.

Goals are the big things in a person's life they want to achieve. Whether it's starting a new business, going green or simply staying healthy, Aspire helps keep everything in balance. Obstacles are what prevent a person from achieving those goals, such as missing skills, knowledge, resources, even fear of failure. Conversely, Solutions are strategies to help a person overcome those same obstacles. These can potentially become projects in their task management system when it's time to start working on them.

Aspire isn't a daily task manager, though it's a great complement to any system one might already use. Before diving into tasks, schedules and details, Aspire helps remind the user of the big picture so they spend time on what's truly important. Aspire is also methodology free; it won't force the user to adopt a new set of rules or rigid process.

Whatever time management system a person may use for day-to-day tasks, Aspire will give them a unique high-level view of their long-term goals, highlighting relationships and priorities in a new and powerful way.

Minimum Requirements:

- * Mac OS X Version 10.5 Leopard or later
- * Universal Binary for PowerPC and Intel
- * 3.4 MB Hard Drive space

Pricing and Availability:

For a limited time, Aspire is available at the pre-launch price of \$19.00 USD (regular price is \$39.00) for a single-user license. A free, fully functional 30 day demo trial is available. Customers will receive free upgrades to 1.0 and all 1.x updates. Unifiq offers a 30 day money back guarantee.

Aspire Public Preview:

<http://www.unifiq.com/>

Download Aspire:

http://www.unifiq.com/aspire/Aspire_0.9.0.zip

Purchase Aspire:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://www.unifiq.com/store/>

Screencast:

<http://www.unifiq.com/aspire/screencast.mov>

Headquartered in Guelph, Ontario, Unifiq is a privately funded company founded in 2008 by longtime Mac developer Mark Roseman. With a focus on simplicity, innovation and user experience, Mark's aim with Unifiq is developing unique and useful software, complemented by first-class customer support. Alongside Unifiq, he operates a workgroup-oriented wiki collaboration software venture, and is actively involved in several open source software, technology and small business communities. Copyright 2008 Unifiq. All Rights Reserved. Apple, the Apple logo, are registered trademarks of Apple Computer in the U.S. and/or other countries.

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