

## **AssistiveWare and LaesieWorks partner to introduce Head Designed**

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AssistiveWare and LaesieWorks today announced Head Designed. LaesieWorks artist Giesbert Nijhuis, who is paralyzed from the neck down due to a spinal cord injury, has partnered with AssistiveWare to bring his unique head designed artwork to a collection of exclusive apparel. Using his Mac, the KeyStrokes on-screen keyboard, a HeadMouse Extreme and Photoshop, Nijhuis draws with his head: Movie posters, birth announcements, cd covers, and now apparel.

Amsterdam - AssistiveWare(R) and LaesieWorks today announced Head Designed(TM). LaesieWorks artist Giesbert Nijhuis, who is paralyzed from the neck down due to a spinal cord injury, has partnered with AssistiveWare to bring his unique head designed artwork to a collection of exclusive apparel. Using his Mac, the KeyStrokes on-screen keyboard, a HeadMouse Extreme and Photoshop, Nijhuis draws with his head: Movie posters, birth announcements, cd covers, and now apparel.

AssistiveWare was originally founded to develop the KeyStrokes on-screen keyboard specifically for Nijhuis. In response to popular request the first design available in the Head Designed apparel store is the original AssistiveWare tattooed salamander logo designed by Nijhuis. Several other animal-flavored designs are in production or in the process of being designed. More themes to come.

"We are extremely proud to partner with LaesieWorks on t-shirts and other apparel," said David Niemeijer, AssistiveWare's co-CEO. "Nijhuis is an extremely talented designer and not only designed our company logo, but also the icons of all our Mac software as well as our soon to be released first iPhone title."

After several months of experimentation with a number of print-on-demand companies AssistiveWare and LaesieWorks have concluded that only true screen prints offer the required quality and durability meeting their high standards. So all apparel offered in the new Head Designed store uses high quality screen prints. Check out the store gallery.

"Designing for screen print is a lot more work than for print-on-demand, but quality makes me smile," said Giesbert Nijhuis, founder of LaesieWorks. "It is a joy to work with AssistiveWare on this t-shirt project. Their software enables me and others to not only use the computer, but also collaborate through internet on projects like this one."

Head-designed is also the title of a new video in AssistiveWare's video podcast series "Exploring the Frontiers of Assistive Technology". In episode 8 of this video podcast, Nijhuis can be seen in action working on his computer and controlling his environment with his head. This video can be viewed online and is also available in iTunes.

To see more of Nijhuis artwork and photography visit the LaesieWorks web site.

Head Designed:  
<http://www.headdesigned.com>

AssistiveWare:  
<http://www.assistiveware.com>

LaesieWorks:  
<http://www.laesieworks.com>

t-shirt logo:

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

<http://www.assistiveware.com/images/t-shirtsLarge.jpg>

Head-designed video:

<http://www.frontiersofat.com/?video=Giesbert>

Head-designed video podcast in iTunes:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=205205526>

AssistiveWare is the worldwide leader in innovative assistive technology software for Mac OS X that gives people back their lives. This includes award-winning KeyStrokes(R) and TouchStrokes(R) virtual keyboards, SwitchXS(R) scanning on-screen keyboard, LayoutKitchen(R) panel editor, Proloquo(R) multi-purpose speech solution, and VisioVoice(R), the award-winning solution for vision impaired Mac users. The ConvenienceWare product line makes the advanced technologies developed by AssistiveWare available in cool and convenient applications that can make the life of Mac users easier. AssistiveWare and ConvenienceWare are trade names and trademarks or registered trademarks

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