



ElderGadget.com presents the most current information on innovative technology, electronics and products targeted to the 55+ demographic to help improve the quality of life. The website addresses the needs of seniors by providing relevant information and reviews of pre-screened products with senior-friendly features, ensuring they are easy to understand, operate or handle. The site explains technologies that extend seniors' ability to function in various capacities so they can continue in the mainstream within our youth-obsessed society.

ElderGadget is the *only* online resource that translates manufacturers' technical specifications into ergonomic human factors, then matches those human factors with product or technology features, translating and filtering complexities into simple, consumer language. ElderGadget is the sole translator and interface between developer/manufacturer/retailer and older consumers.

The ElderGadget staff researches the coolest, high quality gadgets and innovative technologies to help older consumers, examining each product against a list of criteria. If approved as senior-friendly, the product is formally reviewed and presented on the site, highlighting the features that address a particular age-related problem and how it solves the problem – all critical information for making purchase decisions.

Only ElderGadget understands and communicates the characteristics and benefits of senior-friendly features for an array of products and technologies to improve the quality of life for anyone needing those particular features. ElderGadget empowers older consumers by showing them suitable technologies and products that they can see, hear, use (physically manipulate) or understand (the steps required to work) to make informed purchase decisions. Once a consumer conquers an age-related challenge, the ability to accomplish goals opens-up new options and opportunities to live a happy, successful life, redefining the concept of age.