

# One Man Start-Up

Investment: \$3,000-\$5,000/month | Timeframe: 18 months | Location: Rhode Island



## OneTech Inc.

Computer Peripheral • Ergonomic Device • Channel Development Barriers

**CHALLENGE:** A one-man company, with no marketing budget, designed a consumer lighting product called the Eclipse Computer Light™ to address the ever-growing issue of Computer Vision Syndrome (CVS). Since most consumers had no understanding of CVS, its symptoms or why they would need a product to address it, OneTech needed to educate the market on this ever-growing condition and the Eclipse solution. Little did they know that the national exposure for this product would lead to multi-thousand unit orders and propel them into the catalog and retail distribution markets.

### RESULTS:

- ▶ **94 Articles** – Eclipse Computer Light™ / Computer Vision Syndrome
- ▶ **6 TV / Radio Broadcast Features** – “ABC Dallas Morning News”, “BayTV”, “C/Net” and “NBC Denver News”
- ▶ Featured in *Business Week* and the *Chicago Tribune*
- ▶ **Key Consumer & Computer Trade Publications** – *ebay Magazine*, *The Gadget Guru*, *Computer World*, *Info World*, *PC Week*, *PC World*, *Home Office Computing*, *Family PC*
- ▶ **4 Retail / Catalog Partnerships** – CompUSA, Office Depot, Staples, HammerSchlemmer
- ▶ 7 Executive Speaking Engagements – Trade Shows / Business Forums / Expert Panels
- ▶ Multiple Corporate Sales Contracts
- ▶ Developed Key Messaging Document, Corporate Press Kit & White Paper
- ▶ Created Company Sales Presentations & Website Copy
- ▶ Conducted Media Spokesperson Training

*“Eye-To-Eye Communications was more than a PR firm. They were my entire marketing department. The exposure they secured for my company single-handedly created our brand, generated sales and opened the door for us to begin selling through retail – a major goal for our company.”*

– Mike Moskowitz  
Founder & CEO



**THIS LAMP MAY BE A SHINY FOR SOME EYES**

ONE TECH, A SMALL ACTOR IN Providence, is shedding some light on computer vision syndrome (CVS), a repetitive stress injury to the eyes caused by poor lighting and constant refocusing on computer screen images. According to the National Institute of Occupational Safety and Health, 91% of the 15 million people who use computers for more than two hours a day suffer from CVS, which can cause eye strain and headaches. The problem costs U.S. companies and workers nearly \$6 billion a year.



Every PC user experiences it at one time or another – eyestrain. Rather than put up with it, prevent it with the **OneTech computer light**. Ergonomic and kinda cute, this gadget sits on top of your monitor and provides softer indirect light to reduce glare onscreen. Learn more and order online for \$57.45 (shipping included) at [www.onetech.net](http://www.onetech.net)



**COMPUTER ACCESSORIES**  
Computer Vision Syndrome: Growing Crisis in the Workplace

**Eclipse Computer Light by One Tech Alleviates CVS**



**One Tech Carves Niche in Ergonomic Lighting**

PROVIDENCE, RI – A new computer light intended to reduce eyestrain is being marketed by One Tech, a firm that provides proper lighting to computer users.

The Eclipse Light, a fluorescent lamp with a swivel shade that sits on top of a monitor, was launched last January and has gained significant attention in catalogs, office equipment and other retailers. A national press and feature advertising campaign in *Business Week* and *Info World* magazines. “One Tech is a real star in the lighting products,” said Mike Moskowitz, founder and CEO of One Tech. “The company is working with health professionals and users and developing other products to address the condition. Within 90 days, One Tech will announce a “kitchen light” and “reading light” products, which will also have ergonomic and health professionals involved in their development.”

“Ergonomically designed” to provide indirect lighting, the Eclipse Light is a fluorescent lamp that sits on top of a monitor and provides softer indirect light to reduce glare onscreen. The product is made in China under strict quality control standards, has a lifetime warranty and is packaged in a 4-star cardboard box. It is suggested retail is \$49.95.

The Eclipse Computer Light is available through CompUSA and Staples, which are expected to add new product lines only, according to One Tech. The light is also selling in Office Center and will be featured in Home Depot’s Christmas Catalog and Barnes & Noble.

Founded in 1998 and based here, One Tech is a subsidiary of The One Group, which offers ergonomic products for health care products, with additional product lines in a 4-star cardboard box.



**New Computer Light Helps Prevent CVS**  
(800) 666-0027

One Tech of Providence, RI, a designer and manufacturer of affordable ergonomic computer products, is marketing a new Eclipse Computer Light™ to help alleviate eyestrain and headaches caused by monitor glare and improper lighting. The Eclipse Computer Light is the industry's first and only desktop computer light that addresses the broad epidemic of computer-related eyestrain, known as Computer Vision Syndrome (CVS). Visit the Web site: [www.computerlight.com](http://www.computerlight.com)



**19-inch Monitors Reviewed**  
**COMPUTER BUYERS GUIDE**  
**Design Perf**

**BULLETIN BOARD**  
Sneak previews of hardware, software, and accessories

**READY, SET, GUIDE**  
Are you ready to upgrade your computer system? If so, you'll want to read this guide, which provides a comprehensive overview of the latest hardware and software products available for your PC. From the latest processors and memory upgrades to the latest operating systems and software applications, this guide has everything you need to know to make the most of your computer investment.

**LET THERE BE LIGHT**  
If you're looking for a new computer light, you'll want to check out the Eclipse Computer Light. This ergonomic lamp is designed to reduce eye strain and improve your computer experience. It's a great addition to any desk setup.

**THE ONLINE MARKET SQUARE**  
If you're looking for a new computer light, you'll want to check out the Eclipse Computer Light. This ergonomic lamp is designed to reduce eye strain and improve your computer experience. It's a great addition to any desk setup.



**Balance Writing and Family • Competition Winners**

**Software Checklist**  
**Computers/High-Tech Accessories**

**Another possibility**  
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