

# Keep Your Eyes Where They Belong

by sage lauren sinopoli

Across America inventors tinker in their garages creating devices with the potential to change the way we live. Steve Jobs and Steve Wozniak are perfect examples. (Thanks to Apple Computers the personal computer is the norm across the country.)

Northfield's own Joel Caplin is one of those inventors. He has tackled the problem with the personal computers' cousins, the laptops. People who always use laptops experience back and neck pain. Joel's invention, The Eyeriser, eases the pain.

Joel invented The Eyeriser out of necessity in 2004 when he started graduate school. He needed something to make researching and writing less of a strain on his body. He also wanted something prettier than a pile of books, and he found the stands at the store to be bulky and overpriced. Joel needed a light weight, portable and affordable stand to keep his "laptop off of his lap."

The first prototype of The Eyeriser was made of cardboard and duct tape and lasted Joel four years. They have come a long way since then. Now, there is a space to hold your documents as well as the computer. While developing the best product possible, Joel meticulously measured the angles and thickness of laptops on display in stores. He consulted health care professionals to make sure they were ergonomically correct, and it is endorsed by chiropractors and physical therapists. Each one is made of 100% post-consumer recycled plastic. He still makes them by hand in his garage to ensure that each one is made with care to ensure quality.

The best thing is at the end of the day, you can fold up your laptop and Eyeriser, pack up and be on your way. For more information about The Eyeriser visit [www.eyeriser.com](http://www.eyeriser.com).

**The EYERISER**  
[www.eyeriser.com](http://www.eyeriser.com)

Portable laptop computer  
& document stand

Read  
Type  
Surf  
Watch  
Work

COMFORTABLY  
ANYWHERE!

WOW!  
FREE Shipping

Only  
\$24.95

Air  
circulates  
& cools

Photography  
By Gerry

609-641-0101

[www.printroom.com/pro/bygerry](http://www.printroom.com/pro/bygerry)

Complementary  
11 x 14 Beach Portrait  
(\$60 Value)

FREE Stuff