



## Go-To-Guys Around Australia Rejoice

**gizmo is giving them their lives back!**

**Sydney, Australia – 07 August 2008** – Australia's 'go-to' helpers, often willing to give up their precious time to help others with their technology problems and tasks, are today rejoicing, following the introduction of a new service which promises to give them some of their life back.

A new service from Australian company gizmo now provides households with access to expert help for common computer and technology problems over the phone and internet.

Brett Chenoweth, CEO of gizmo says, "Australians love buying technology and no matter whether it's a new laptop, plasma TV or some other equipment they typically struggle to set it up and then use it properly.

"According to our research, some 68 per cent of Australians admit to relying on a 'go-to-guy' to give up their weekends and nights to help out. And, alarmingly these Australians say they would estimate needing help more than 16 times per year on average."

Chenoweth adds that "What many Australians don't know is that 75 per cent of the people they 'go-to' actually have someone they themselves call on because they don't know how to fix the problem. Moreover, three in four go-to people get annoyed by repeated calls for help from their family, friends and colleagues when they could be getting on with life."

### **gizmo gives go-to people their life back!**

Now, gizmo has the answer for all technology novices and their go-to helpers who don't want to give up their nights and weekends. Today, gizmo has introduced the new *my gizmo* subscription service which provides remote computer support to people at home for a highly cost effective annual fee of just \$199.00.

*my gizmo* is a boon for anyone getting used to new technologies such as Windows Vista, Apple iPods, digital cameras, home wireless networks, stopping viruses or problem solving, especially baby boomers and busy professionals.

Recent research conducted by Galaxy reveals that for the three in four IT go-to-guys who get frustrated with requests the most common complaints are:

- People assuming they are knowledgeable about technology areas outside their expertise (40%);
- People asking for help when they could figure it out for themselves if they tried (32%);
- People asking questions they won't understand the answers to (29%);
- Being asked for help too often (22%); and
- Because they have better things to do with their time (18%).

With *my gizmo* now available, the people that many Australians go-to for computer support can get on with their lives without fearing the dreaded phone call asking for help.

According to Chenoweth, "The introduction of the *my gizmo* subscription reflects a growing preference by Australians to enjoy a work-life balance and have home services on call whenever they need them. It is now common for Australians to use low-cost services for roadside assistance, lawn mowing, pool cleaning, cooking advice and even ironing.

"With technology becoming a cornerstone of many family lifestyles gizmo believes it's a natural progression that Australians will subscribe to cost effective computer support, if it's



available freely over the phone and internet whenever they need it during the day, evening and weekends.”

*my gizmo* provides customers with the peace of mind that gizmo's highly trained technical customer support experts are available to them whenever they need help. Furthermore, gizmo's experts avoid “techo-babble” and speak to customers using clear and easy-to-understand language.

For more information about *my gizmo* visit <http://www.gizmo.com.au>.

Brett Chenoweth is available to discuss *my gizmo* in more detail with media and analysts. Please call 02 9954 3299 or email SpectrumLife ([saxons@spectrumcomms.com.au](mailto:saxons@spectrumcomms.com.au)) to set up a time.

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**About gizmo**

gizmo provides Australian consumers with a range of support services that help them make the most out of their technology purchases. Australian-owned gizmo gets computers, gadgets and other technology and their expertise is relied upon by many Australians to help them gain greater value and enjoyment from their technology.

gizmo's services are available from 8am to 10pm weekdays and 9am to 6pm on weekends. For more information or for gizmo service, please visit [www.gizmo.com.au](http://www.gizmo.com.au) or call 1300 275 449.

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