

Have Trouble Reading in a Car? New Unique Visor Let's Travellers "Read-n-Ride" Without Feeling Sick.

Canadian teacher, and mother of three invents new device to allow travellers to read, write or compute without feeling the effects of motion sickness.

([PRWEB](#)) August 12, 2004 -- As travellers across North America take to the road this summer, nearly one-third of them will be prone to motion sickness, a condition that causes dizziness, clamminess, nausea and vomiting, say medical experts. For those who only experience symptoms when trying to read, write or compute in a moving vehicle, Inventive Solutions of Parry Sound, Ont., is providing relief with today's launch of the Read-n-Ride Visor, an innovative product that looks like a sun visor, but does much more than block out the sun.

Designed, developed and distributed by Inventive Solutions owner Tiffany McQueen-Graves, the Read-n-Ride Visor enables people who suffer from motion sickness while reading, writing or computing in a car, bus, train or other mode of ground travel, to remain symptom-free for hours by effectively blocking out the movement around them and helping them to focus on the pages ahead.

"For quite some time, I've thought the problem was caused by what was going on in a person's peripheral view," says McQueen-Graves, who came up with the idea for the Read-n-Ride Visor when trying to resolve her own frustration at not being able to read during a two-and-a-half hour car trip with her family in December. "I wrapped a road map around my head, held it there and it worked. By the time we arrived at our destination, I had caught up on a month's worth of magazines," she says. From there, McQueen-Graves, an elementary school teacher, embarked on the design process that resulted in the Read-n-Ride Visor.

The product comes with removable side panels that fasten to the underside of the visor using Velcro® strips. When attached, the panels serve as "blindings," blocking out the peripheral view and allowing passengers to read comfortably. When the straps are unfastened, the product can be used as a regular visor.

According to medical experts, it's not the actual act of reading that causes sickness, but rather the angle at which it's done, combined with the motion that is visible from the front and side windows. By wearing the Read-n-Ride Visor and holding reading material at a 45-degree angle, people who would normally experience sickness are "symptom-free," says McQueen-Graves.

"Motion sickness is a major medical problem facing people who travel," she says. "Anyone who only suffers while reading, writing or computing can keep this product in their glove compartment or briefcase and it will always be on hand, even if it's needed just to read a map."

Results of an extensive questionnaire developed by Inventive Solutions indicates that the condition of not being able to read while travelling is more prevalent among women, with 72 per cent of women respondents claiming to suffer from symptoms. In total, 61 per cent of males and females surveyed reported they can't read or write in a car without feeling sick. With the launch of the Read-n-Ride Visor, McQueen-Graves hopes to change that.

Participants in the Inventive Solutions focus groups are confident it will: "I have never been able to read, let



alone write in a moving car in my life, but today while using the visor I am able to," said one female participant. "This is fabulous. My life has changed," echoed another. "I won't have to sleep during long car trips anymore now that I can read."

Feedback from our questionnaires and focus groups also indicates that other key benefits of wearing the Read-n-Ride Visor include gaining valuable time by being able to be more productive while travelling, and making longer trips more enjoyable," stresses McQueen-Graves.

Available in black, the Read-n-Ride Visor retails for \$14.99. Made of 100 per cent cotton, it fastens at the back with an adjustable Velcro® strap so that one size fits all. Orders can be placed on-line at www.readnride.ca, by fax at (705) 378-1747, or by phone at (705) 378-1748.

About Tiffany McQueen-Graves, Read-n-Ride Visor Inventor:

Tiffany McQueen-Graves is an elementary school teacher and mother of three who works and lives in Parry Sound, Ont. An avid inventor, her company, Inventive Solutions, has 10 additional products it hopes to bring to market following the launch of the Read-n-Ride Visor. She developed the unique Read-n-Ride Visor which has a patent pending while on maternity leave this year.

For more information, product sample, or to set up interviews:

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