

STAR TEC Client Gains Momentum

Altorr Freedom Technologies (www.altorr.com) has already come a long way since it became a STAR TEC client in 2009. In addition to launching and successfully selling its first product, the company plans to increase staff and introduce new products as early as summer of 2011.

Founded in 2008, Altorr has defined its mission as giving people personal freedom and improving their quality of life and care by extending their capabilities through innovation and affordable technologies. “Our passion is to change the world for the elderly and the disabled, especially veterans,” says Tim Barber, Altorr president and CEO.

Barber’s interest in maximizing people’s capabilities is one he has pursued for years, first as founder of Robey-Barber Insurance Services and more recently as chairman of the board of All Children’s Hospital and former chairman of the board of trustees of Easter Seals of Tampa Bay.

Barber credits Altorr’s STAR TEC advisory board members for their guidance and direction in product development, calling them “enormously helpful.” Following their advice, he and his Chief Technology Officer Brad Clough launched an easy-to-understand product - an automatic door opener that serves the needs of veterans and people with disabilities. Offering better features at a lower price, the door opener is available in models for residential and commercial use. Altorr now has the capacity to deliver 6,000 automatic door openers each month.

Using sales of the door opener to generate cash flow and build a customer base, Barber expects to hire 10 to 20 people by the end of 2011 in such high-paying white collar jobs as marketing, IT and accounting; along with technical and customer support, inventory control and assembly. Spurred by that growth, the company plans to increase the amount of office, warehouse and storage space it leases at STAR TEC.

Altorr’s future is an exciting one, with introduction of elements of the company’s flagship products, The Victory System Environmental Control Unit (ECU). The ECU’s speech recognition capabilities will also be compatible with the automatic door opener.

The Victory System’s technology raises the quality and cuts the cost of healthcare delivery to the disabled, allowing them to provide more care for themselves, thereby freeing healthcare professionals to move from patient support to direct patient care. Barber intends to continue marketing in the local area first, moving later to the state of Florida and to California.

