

FOR IMMEDIATE RELEASE

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The Aphrodite Project Thanks GTX for making GPS Shoes

*New York, NY – November 28, 2011* – The Aphrodite Project would like to congratulate GTX on their soon to be released GPS shoes for Alzheimer’s patients, delivering this technology in a mainstream form factor that brings the retail price down to \$300. It is our hope that these shoes will continue to decrease in cost, as the \$300 price makes them inaccessible to many marginalized groups who could also use this technology.

We take great pride in the fact that The Aphrodite Project, which developed prototype GPS shoes specifically for sex workers in 2006, has been mentioned alongside GTX in articles by Discovery News, FoxNews.com, MIT’s Technology Review, and others. The main concern our shoes addressed was who gets new technology and when – and therefore who is worth protecting. This marginalized group is still subject to violence at the hands of customers and police, and stigmatized by society as a whole. We felt their safety, regardless of their profession, was worth investigating. After interviewing sex workers in a variety of formats, we developed shoes that took their needs into account.

Our goal was, and still is, to raise awareness about the complexity of issues surrounding sex work and sex workers. We look forward to seeing ways that this technology, and others, continues to be hacked, personalized and otherwise repurposed by a large and diverse group of people.

Here are instructions for making your own audible alarm system:  
<http://www.theaphroditeproject.tv/diy/audiblealarm.php>

and for embedding it into a shoe:  
<http://www.theaphroditeproject.tv/diy/diyshoes.php>

GTX made the shoe...

The Aphrodite Project made it for sex workers.

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