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11. www.gerontotechnology.de and www.gerontechnology.de (Accessed October 9, 2003)
12. GGT, Deutsche Gesellschaft für Gerontechnik mbH, Iserlohn, Germany; www.gerontechnik.de and www.gerontotechnology.de (Accessed March 15, 2004)

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GeroTech as a Corporation (Reply)

I am the owner of GeroTech as well as the author of your number 9 reference above. When I gave the speech in 1998, I made up the word *gerotechnology*. I was unaware of others having created it also. I thought *gerontechnology* was more difficult to pronounce and there was the problem of the extra letter. So when I founded my company in the same year, I named it GeroTech. GeroTech became a registered trademark¹; not *gerotechnology*. I saw the reference at the website about the *gerotechnology* that deals with regenerative medicine, obviously GeroTech does not do that. We only focus on the use of technology by older adults

and modifying technology so that normal aging changes do not make its use difficult.

Reference

1. www.gerotech.com (Accessed March 17, 2004)

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Coining new words: Old (Greek) wine in new bottles? (Reply)

Given that none of the three competing terms appear in the Oxford English Dictionary¹ (OED), probably the English language's authoritative source, we might want to start by looking at the root of the term in a word that does appear in that source: 'gerontology'. Its root is given in the OED as:

f. Gr. $\gamma\epsilon\rho\omicron\upsilon\tau$ -, $\gamma\epsilon\rho\alpha\upsilon$ old man + -O + -LOGY

Thus the Greek root seems to be old man, $\gamma\epsilon\rho\omicron\upsilon\tau$, (geront / geron) with the 'o' and 'logy' as suffixes.

However, a look at another term, 'gerocomy' shows that the 'gero' component derives from the Greek root for old, $\gamma\eta\rho\omicron$, $\gamma\epsilon\rho\omicron$, so we probably need to consider 'gero' as the primary root, and not tie the term to old males, despite the fact that one of the most famous longitudinal studies in gerontology/geriatrics began with only the male half of the species as participants (the Baltimore Longitudinal Study on Aging). The National Institutes of Health (NIH) in the USA mandated the inclusion of women and minorities (and now children) in human research that they fund so perhaps this problem is behind us. This selective attention to males is still a problem in animal research studies, as one of my neuroscience colleagues often points out.