

Area Inventors Reach For On-Air Gold With Philadelphia Competition

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(Sandra Yewdall shows samples of her product to judges at the National Constitution Center. Photo by John Ostapkovich)

PHILADELPHIA (CBS) - Dozens of inventors took part today in “Discovery Day” at the National Constitution Center, pitching their products for a potential appearance in direct-response television — or, as most of us know them, “infomercials.”

“Order your Perfect Microcrisper!” one TV pitch says.

But today, Sandra Yewdall of Bucks County, a nurse and fitness trainer, warmed up for her own in-person pitch before a panel of judges.

“My product is called the Neck-Saver Ab-Isolater. When you do crunches or perform abdominal exercises it ensures your form, keeps your spine and your neck straight, so that you target-train your abs and prevent neck and back pain,” she explained.

Lenfest Media Group marketing executive Andy McKinney was one of the judges on this edition of “Inventor Idol.”

“We look for mass appeal, something that solves a problem, unique, \$19.95 or less, and it should not exclude the 50-plus crowd because that’s the biggest, largest viewing audience we go after,” he told *KYW Newsradio*.

Yewdall moved on to the second round. Others did not, although some were told, “It’s a great product, just not ‘As Seen on TV!’”

Reported by John Ostapkovich, KYW Newsradio 1060