About Us

Great Software Tools, Inc. is the brainchild of Lynda Holler and William Tsao (pronounced Cho). Tsao is the founder of Primavision and Colour Matters Textile and Apparel software programs and has been designing graphic software since 1994 for the garment and textile industries. His focus has always been simplicity of graphics operation: if we can use 2 mouse clicks instead of 3 to accomplish a function, then he designs the software so that only 2 clicks are needed.

Back in 1994, software usability and ease of learning was unheard of. Developers for all types of graphic and non-graphic software were busy harnessing the then quite limited power of computers, and in most cases ease of use was not a priority. Since then the international acceptance and reliance on computers has changed the way we all live and work. Large and small software companies are racing to "out-tech" each other. Established software programs are continually being upgraded and new innovative products are launched, but very few are really designed with the daily needs and the logic of the user in mind.

Lynda Holler began her twenty-five year career in the fashion industry when colored markers, graph paper and foam core boards were a designer's primary tools. As computers proved their value, she began learning common programs like MS Word and Excel but was continually frustrated with the illogical steps and unhelpful Help messages that were part of the process.

Surrounded by the image, color and pattern of the fashion world, Holler became a loyal Colour Matters software user. She found the color, drawing and manipulation tools to be fast and easy to use and didn't have time in her busy life to learn the complicated terminology and cumbersome steps of programs like Adobe Photoshop. Holler also used Colour Matters for all of her personal graphics needs, like designing party invitations, editing photos, recoloring images and much more.

Two years ago, the light bulb went on and Holler realized that normal computer users didn't have an easy-to-learn-and-use professional-level program for their daily graphic needs. Most people didn't even realize that they could recolor their clip art or use only a portion of a photo. She began working with William Tsao to create **Graphics-Toolbox**, marrying the ease of the professional Colour Matters' graphics' functions with the needs of the average computer user. The project utilized graphics experts in 5 countries across 3 continents.

Holler and Tsao recognize that this is a content-rich world. They are excited to enable computer users untrained in graphic design to add their own customized graphics into their work, school and home environments. **Graphics-Toolbox** opens up the world of color, design and imagination to computer users of all ages and walks of life. Holler and Tsao are confident that they can change the way people look at graphics.

"Yes! I CAN do graphics!" is what they are hearing from more and more people everyday, now that the truly useful technology of Graphics-Toolbox is available to everyone.