



all Inclusive Design Enabling Access Solutions

aIDEAS Ltd Launch

Press Release - 24th September 2006

Dr Martin Sabry is proud to launch **aIDEAS** (all Inclusive Design Enabling Access Solutions), an assistive-technology, project-based ideas-house which combines inclusive innovation with inspiring form to provide new, holistic design solutions to meet the 21st century multi-age, multi-needs market.

Universal design enables barrier-free products, services and environments to be used by a broad spectrum of the public regardless of age, ability or situation. Pertinent to the climate of social inclusion and awareness, **aIDEAS** follows the guidelines of simplicity, flexibility, spatial awareness and equitable use. **aIDEAS'** design-solutions ultimately provide maximum benefit, minimum effort living. The initial project, **WORDB** (Website and Online Resources Data Base) and new website mark the successful launch of **aIDEAS**.

As founder and senior partner, **Dr. Martin Sabry** leads a multidisciplinary, matrix-based team at the forefront of business development of advanced technology inclusive design solutions. Using demonstrators as a showcase, **aIDEAS** designs cost-effective adaptation solutions to existing products and services as well as creating new, inclusive, design solutions. Broadening product usability by as little as 10% could open combined market opportunities of more than Euro 400 billion in Western Europe and £ 50 billion in the UK (2006 estimate).

For **Martin**, a T6 paraplegic, **aIDEAS** represents a personal vision of dynamic, customer-focused, inclusive design. His goal is to show, by example and through commercial collaboration, how to explore and expand this market potential.

Visit www.aideas.org for more information.