



all Inclusive Design Enabling Access Solutions



aIDEAS PVAW Web Browser Launch

Press Release - 4th October 2006

Following from the recent successful company launch, **aIDEAS** (all Inclusive Design Enabling Access Solutions) invites you to download their free **aIDEAS PVAW Web Browser** for improved visual accessibility of the WWW.

<http://www.aideas.org/pvaw>

aIDEAS PVAW (Personalised Visual Adaptation of the WWW) adopts the guidelines of simplicity, flexibility, spatial awareness and equitable use. **aIDEAS' PVAW** is an innovative personalised all-inclusive solution for accessing the information contained within the stylised WWW pages. For the web user, text can be customised and enhanced to reflect personal needs and preferences: For the publisher, the **aIDEAS PVAW Web Browser** provides a significantly cost-reduced means of enhanced web viewing for all site visitors.

The World Wide Web (WWW) has developed as a communications medium, and is often as much about the page presentation, as it is about the information content. However increased WWW page styling leads to visual accessibility issues for some individuals. In our aging population, this is especially problematic. It is estimated that inaccessible web pages will affect around 15% of the UK population (around 8 million people) — with a spending power of £ 50 billion a year.

Some publishers try to provide visual accessibility features as an additional service and indeed legislation is beginning to appear in this area. In the UK the Disability Discrimination Act (DDA) specifically includes the information published on governmental and educational institution websites. We applaud these initiatives but are also aware that there are additional efforts and costs borne by committed web-publishers, resulting in non-adherence to these initiatives. The **aIDEAS PVAW Web Browser** provides a solution.

The **aIDEAS PVAW Web Browser** (Patent Pending) is a middleware software utility which extracts the textual content from within the Cascading Style Sheet (CSS) and other HTML (Hypertext Markup Language) styling tags embedded in the web-page. The page is re-displayed by adjusting the formatting of the text to the personal visual requirements and configured preferences of the individual viewing the page.

The **aIDEAS PVAW Web Browser Demonstration** shows the principle for a conventional Windows operating system desktop computer. Alternative implementations can be run on different software systems, including Mac OS, Linux & Unix and other computing devices, such as Personal Digital Assistances (PDAs), or mobile phones (*via* WAP).

Please visit www.aideas.org/pvaw to trial the free **aIDEAS PVAW demonstrator**.