



**Dr Martin Sabry** - *Founder & Senior Partner aIDEAS Ltd*

**aIDEAS Ltd.** (**a**ll **I**nclusive **D**esign **E**nabling **A**ccess **S**olutions) is an assistive-technology, project-based ideas-house which combines inclusive innovation with inspiring form to provide new, holistic design solutions for the 21<sup>st</sup> 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 **aIDEAS** follows the guidelines of simplicity, flexibility, spatial awareness and equitable use. **aIDEAS'** design solutions ultimately provide maximum benefit, minimum effort living.



Dr Martin Sabry  
*Founder & Senior Partner aIDEAS Ltd*

As Founder & Senior Partner **Dr. Martin Sabry** is responsible for the management and strategic direction of **aIDEAS**, leading a multidisciplinary team at the forefront of business development of advanced technology innovative inclusive design solutions.

**Dr. Martin Sabry** holds a PhD in Optical Networks and Next-generation IT Media Services Provision from University College London (1998). He has since worked for advanced IT equipment developers and service providers, including BNR PLC (Bell Northern Research), Ionica PLC, Nortel Networks PLC and Marconi PLC.

Currently **Martin** is Product Lines Manager (PLM) for the VC-funded premier optical switch solutions company and manufacturer Polatis INC, Cambridge Science Park (UK), and dedicates one full day per week and all spare time to his passion of **aIDEAS**.

**Martin** is a T6 Paraplegic (paralysed from the chest down) after a mountaineering accident in 1994, and now lives a full and active life in a wheelchair. Whilst climbing in the French Alps, a loose boulder struck Martin causing him to fall 70 ft to a ledge, followed by another 220 ft, resulting in a broken back and a coma for 22 days. After a 10 month recovery period in Stoke Mandeville, Martin decided to "get on with life" and in the last 12 years the concept of **aIDEAS** has flourished and come to fruition.

**aIDEAS Ltd** represents **Martin Sabry's** personal vision of dynamic, customer focused, inclusive design solutions thereby enhancing quality of life whilst realising commercial success for all parties involved.

Visit [www.aideas.org](http://www.aideas.org) for more information.