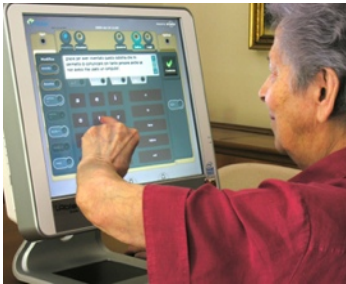


PRESS RELEASE

Here is the computer for grandparents

Conceived and produced in Italy to simplify the use of computers, to help elderly people lead a more autonomous and socially integrated life, making communication easy and breaking down isolation.



Milan, 15 December 2009 – In a nation such as Italy where 20% of the population is over 65, how many elderly people don't know how to or can't manage to use a computer, put off by the small characters on the screen and/or the insurmountable complexity for those not used to computers?

For this reason **SR Labs** (www.srlabs.it), an Italian company that specialises in the development and implementation of highly accessible computer aids, has fine-tuned **dTouch**, the solution that allows anyone access to the world of computers and online services such as e-mail and the Internet, but which also allows people to make telephone calls, read books (or have them read out loud) and even manage home automation apparati. This is all thanks to an innovative interface that has been fine-tuned with years of experience in the field, genuinely accessible to all and is used by simply touching the screen without a mouse.

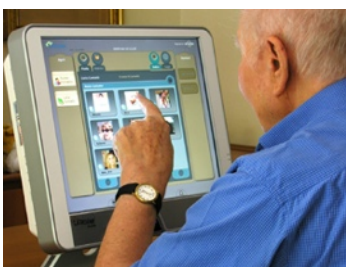
According to research 40% of senior citizens would like a computer



What has emerged from a very recent survey conducted by Aires (Italian Association of Specialist Electro domestic Retailers) on clients older than sixty at the associated sales outlets of Rome and Milan has highlighted the fact that only 35% of people between 60 and 70 have a computer at home while for those above 70 that falls to 10%⁽¹⁾. Nevertheless 40% of those consulted declare an interest in having new items of equipment for the house because "they help", "they improve the quality of life" "they are useful" and "I like them".

It appears evident, therefore, how today the computer is becoming an ever more important instrument even for the elderly, in so far as it helps them lead a more autonomous and socially integrated life and to avoid, or at least limit, their isolation.

dTouch, on order to overcome the barriers with a system that is truly simple to use



The use of the computer is not, however, so easy for the elderly and for all those who have little experience of computers, who are often disorientated by the bewildering number of options available on a normal operating system, or those with difficulty or limitations in movement which prevent them from manoeuvring the mouse correctly.

To eliminate these barriers **SR Labs** has designed **dTouch**: an integrated system of hardware and software which allows even grandparents to easily access the Internet and communicate with others. **dTouch** is a solution formed by a 17" touch screen pc, from **iAble** software for communication through vocal synthesis and for the use of the Web, the management of e-mail, making telephone calls by means of VoIP technology, the reading of digital texts and the

management of home automated apparati). By touching the large display with a finger one controls everything, simply and intuitively.

“Today, unfortunately, too many people are excluded from the comfort that technology can bring”, declared **Gianluca Dal Lago, Managing Director of SR Labs** – “for this reason we have developed **dTouch** and **iAble**: to open new horizons in terms of communication and social life for the elderly, so that they are able to conduct a life that is autonomous and socially satisfying, even with different types of disability or cultural or generational barriers”

⁽¹⁾ The survey may be consulted online at: www.airesitalia.it/ufficiostudi.php

SR LABS (www.srlabs.it)

Founded in 2001 by a team of researchers and professionals, SR LABS is among the European leaders in the development and implementation of highly accessible electronic multimodal/multichannel systems. Winner in 2002 of the first SMAU business high-tech forum and finalist in 2003 of the European Tech Tour, in seven years of business SR LABS has developed great skills in the development of eye-tracking technologies, vocal and touch-screen management of the computer and in the development of highly accessible multimodal interfaces. The laboratory of SR LABS moreover provides consulting in the field of user-friendliness and ergonomics to numerous companies and research centres, apart from scientific instruments and support to some of the largest universities in Europe.

Further information for the press:

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