

For Immediate Release

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New England Low Vision and Blindness Announces Partnership with Ai Squared to Sell Sitecues

Worcester, MA (May 16, 2016) – [New England Low Vision and Blindness \(NELV&B\)](#), New England's largest supplier of low vision and blindness assistive technology announces a partnership with [Ai Squared](#) to sell Sitecues, a software solution for website owners that makes websites easier to see, hear and use.

[Sitecues](#) is a SaaS accessibility product that builds zoom, speech and other capabilities right into websites, so people with low vision and other print difficulties can more easily consume online content.

Under Federal and State regulations, such as the ADA (American Disabilities Act), and the US Rehabilitation Act, websites must be accessible for all users including those with disabilities. These regulations affect millions of people throughout out the United States and apply to a wide variety of websites.

Websites that are fully compliant with accessibility regulations can still be difficult to use. Sitecues was designed by Ai Squared to make any website— even one that is compliant— even more accessible and user-friendly. When Sitecues is added to a website, it allows users to magnify and adjust website content so that it is easier to see. Sitecues also reads web content out loud at the push of a button.

On websites where Sitecues is installed, website visitors can customize their experience—by applying magnification, speech, color themes and other reading enhancements—without impacting other visitors. This makes any website more senior-friendly and more usable by individuals with learning disabilities or literacy challenges.

“We are happy to partner with New England Low Vision and Blindness to get Sitecues onto even more websites to make them more usable for visitors and more effective for the website owner,” says Marc Zablatsky, Vice President and General Manager of Ai Squared. “This partnership will help us bring this cutting edge technology to libraries, schools and universities, businesses, retailers and a wider array of organizations.”

New England Low Vision and Blindness is a full-service technology and training company that provides [low vision](#) and blindness products and training services to people who are blind and visually impaired and to the professionals who serve them throughout New England.

New England Low Vision and Blindness also sells other assistive technology products from Ai Squared, most notably the ZoomText and Window-Eyes product lines. ZoomText Magnifier/Reader and ZoomText Fusion are fully integrated magnification and screen reading programs that enlarge, enhance and read aloud everything on the computer screen.

“Partnering with AiSquared to promote Sitecues was an easy decision for us,” says Scott Krug, President of New England Low Vision and Blindness. “Sitecues is an incredible software that makes websites easier to use—especially for the people with vision loss that we serve.”



(more)

New England Low Vision *and Blindness*

Ai Squared has been the worldwide leader in assistive technology solutions for people who are visually impaired for more than 20 years. Ai Squared products and services are sold in more than 40 countries and localized in 23 languages. Ai Squared's screen magnification and screen-reading products dramatically improve a computer's usability and friendliness for users who are blind or low vision, raising their level of productivity, satisfaction, and independence.

This partnership is part of a six-month growth trend by New England Low Vision and Blindness that has included the acquisition of Vision Dynamics (making NELV&B New England's largest provider of low vision and blindness aids and training services), opening a new location in Shelton, CT, opening a [Low Vision Rehabilitation Clinic](#), obtaining a partnership with Freedom Scientific and hiring a nationally recognized Doctor of Optometry and additional employees.

New England Low Vision and Blindness is headquartered in Worcester MA and has been a family-owned and locally operated low vision and blindness distributor since 2009.

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About New England Low Vision and Blindness

[New England Low Vision and Blindness \(NELV&B\)](#) is New England's one-stop solution to all blindness and low vision technology needs, providing assessments, products delivered direct to door and training services, enabling people who are blind and visually impaired to live independently. For more information email: info@nelowvision.com

About Ai Squared

Over the past 20 years, Ai Squared has been the worldwide leader in assistive technology solutions for people with visual impairments. Available in more than 20 languages and sold in 45 countries through a network of over 350 global distributors, Ai Squared's screen magnification and screen reading products dramatically improve a computer's usability and friendliness for users who are blind or low vision, raising their productivity, satisfaction, and independence. In addition to Sitecues, Ai Squared products include ZoomText, ZoomText Large-Print Keyboard, ZoomText ImageReader, ZoomText Mac, Window-Eyes, the ZoomReader iOS app and the ZoomContacts iPad app. For more information, please visit Ai Squared online at www.aisquared.com.