



PRESS RELEASE

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## Cotman's Website Now Speaks for Itself!

Following the re-launch of our website in May, Cotman Housing Association is delighted to announce that it has adopted Browsealoud, the assistive technology from Texthelp Solutions. This free service enables visitors to the Cotman website ([www.cotman-housing.org.uk](http://www.cotman-housing.org.uk)) to have the website read aloud.

Ben Veal, Information & PR Officer for Cotman Housing, explains "Ever since the launch of our new website, we have been looking for a way to increase accessibility for all of our residents, and we saw the benefits that Browsealoud would bring to our visitors by reading the text on our site aloud. We hope that our website will become the first port of call for people who want to find out information about the services we offer, and having assistive technology installed should ensure that each visitor can access all the valuable information available electronically".

Reading large amounts of text on screen can be difficult for those with literacy and visual impairments and can mean that these members of a community can be excluded from the same information as their peers. Browsealoud works by speaking website content aloud when the user highlights the text that they wish to read. This greatly improves understanding of online information for those who find reading text online difficult, which is currently approximately 20% of the UK population.

Browsealoud is free of charge to users, with the cost covered by Cotman Housing Association. Web visitors need only download the application once and then all websites on the Internet that are Browsealoud-friendly can be read aloud for free.

As well as Cotman Housing, Browsealoud also works closely with British Telecom, British Airways, Churchill Insurance, The Victoria & Albert Museum, The British Council and The NHS.

For more information about the work of Cotman Housing, log on to **[www.cotman-housing.org.uk](http://www.cotman-housing.org.uk)** or telephone **01603 612927**.

## **ENDS**

### **Notes to editor:**

#### **About Texthelp Systems Ltd:**

Texthelp Systems Ltd is the worldwide leader of literacy software solutions provided through three core business divisions: Education, Speech Services and Publishing. Texthelp has been developing assistive technology software for the learning disabled community since 1996. The aim has always been to provide the most comprehensive cutting-edge technology available to provide inclusive education.

Based in Antrim, N. Ireland and with offices in the US, Texthelp is currently experiencing a period of explosive growth. The company has a reseller network covering over 20 countries.

The premier product is Read&Write Gold, which is designed to assist students and educational institutions to improve their reading and writing skills and is also used in the classroom. Speech service products include Browsealoud, which has been adopted as the service of choice in the UK and Ireland to read websites out loud for those with literacy difficulties, which includes 20% of the population in the online world. Lexiflow is Texthelp's latest product and allows publishers to create media rich, multimedia flash presentations for electronic books and eAssessment.

Texthelp has been a Deloitte Technology Fast 50 Award winning company for six years.

Texthelp Systems Ltd is:

- o A Microsoft Gold Certified Partner
- o ISO 9001:2000 accredited
- o An Investor in People
- o An Adobe Solutions Network Developer
- o An Apple Business Partner
- o A HP Business Partner

Browsealoud was awarded runner-up in the Product of the Year at the IM2005 Awards. Read&Write Gold Version 8 won the Secondary Resources and Equipment Education Resource Award 2006. Texthelp won the award of Web Development Company of the year in 2006 at the ICT Excellence awards and the 2006 Golden Eye - Education Technology Award.

For more information, please contact Ben Veal, Information and PR Officer at Cotman Housing Association, on 01603 883725 or email [ben.veal@cotman-housing.org.uk](mailto:ben.veal@cotman-housing.org.uk).