



ADAP Advocacy Association
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adapadvocacyassociation.org

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ADAP Advocacy Association and sitecues Aid Web Accessibility

Technology to Promote Greater Website Accessibility for Patients with Auditory or Visual Impairments

For Immediate Release

WASHINGTON, D.C. (September 25, 2015) – The ADAP Advocacy Association, also known as **aaa+®**, today announced a new partnership with sitecues by Ai Squared – the makers of the ZoomText family of products. The partnership with sitecues by Ai Squared, which was unveiled at its 8th Annual ADAP Conference, will ensure that the organization's website and ADAP Directory goes beyond compliance by making the website content easier to see, hear, and use for anyone that could benefit from assistive technology.

“Since our organization promotes greater access to care by patients, it is incumbent upon us to ensure that the information we’re making available is accessible to as many people living with HIV-infection as possible,” summarized Brandon M. Macsata, CEO of the ADAP Advocacy Association. “We received feedback from people living with HIV/AIDS who also have either auditory or visual impairments on our websites, and the sitecues technology improves their web accessibility.”

sitecues by Ai Squared is a turnkey SaaS product that is easily integrated into existing websites, enabling sites with intuitive zoom and speech functionality. People vary greatly, but the web is currently delivered as though one size fits all. With sitecues, website owners can better serve individuals with severe low vision, age related diminished vision (boomers and seniors) and other visual and print difficulties by making their sites easier to read, hear and consume content thus making their sites more inclusive and enjoyable to visit.

To try out sitecues, go to <https://sitecues.com>.

To learn more about the ADAP Advocacy Association, or its partnership with sitecues by Ai Squared, please contact Brandon M. Macsata at info@adapadvocacyassociation.org.

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About the ADAP Advocacy Association: The ADAP Advocacy Association is a national 501(c)(3) nonprofit organization incorporated in the District of Columbia to promote and enhance the AIDS Drug Assistance Program (ADAP) and improve access to care for persons living with HIV/AIDS.

About Ai Squared: Ai Squared (www.aisquared.com) has been the worldwide leader in assistive technology solutions for people who are visually impaired for over 20 years. The product line is available in over 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 level of productivity, satisfaction, and independence. The family of Ai Squared products includes sitecues, ZoomText, ZoomText Large-Print Keyboard, ZoomText ImageReader, ZoomText Mac, Window-Eyes, the ZoomReader iOS app, and the ZoomContacts iPad app.