

For immediate release

## **MEDIA RELEASE**

# **iAwards may help improve learning difficulties for Australians**

**Western Australia, June 1 2007** – Western Australian company ReadOn Software was recognised for the capacity their unique learning software has to improve the reading and word skills of Australians with a prestigious Community iAward at the 2007 iAwards held in Sydney earlier this week.

“It was a great thrill for us to be recognised with an iAward and to see that the ICT industry appreciates the potential impact which our product can have on improving the education of people with dyslexia and other learning difficulties,” commented Jane Mangano, Director of ReadOn Software.

“Approximately ten percent of Australians are dyslexic to some degree, however, there is no imperative on our education system to ensure that information presented in the classroom is done in a format that can be comprehended by students with dyslexia or other learning difficulties. Reading is a complex process and when this process is not mastered early on in a person’s educational and personal development, they can struggle to become independent readers – something which can have a huge impact on their day-to-day life as an adult.”

“We hope that the visibility ReadOn has gained as a result of our iAwards win will help to increase the profile and understanding of dyslexia and learning difficulties in the Australian education system. Moreover, we hope that this visibility can help attract funding from government in order that systems can be put into place to assist people with learning and word recognition challenges within our schools and educational institutions,” she added.

ReadOn is a powerful learning tool that taps into the natural strengths of the dyslexic thinking style to build certainty, confidence and enjoyment around the reading process.

ReadOn is a valuable resource for classroom teachers, tutors and parents who want to strengthen the reading and comprehension skills of all types of learners, including dyslexic students. ReadOn is suitable for people of all ages and actually teaches as it supports by building skill and self-reliance through its unique ‘Learning Vortex’ concept.

ReadOn enables users to experience reading with minimal supervision and support so that mistakes can be made and risks taken in an unthreatening and positive environment. In doing so, ReadOn fosters an increased willingness to read, improves reading ability and as a result, improves self esteem.

Each year, the Australian Information Industry Association stage the iAwards program to provide Australian ICT innovators with national and international recognition and increased brand awareness for their new, leading edge ICT innovations. The iAwards promote the impact that ICT makes across all sectors of the Australian economy and encourage the industry’s continued growth and development.

ReadOn was also recognised in the Learning category of the Secrets of Australian ICT Innovation awards which were held in Melbourne earlier this year.

**For media information, contact:**

Kerryn Nelson  
Managing Director  
Big Mouth Marketing Communications P/L  
Ph: 03 9558 3122  
E: [kerryn.nelson@bigmouth.net.au](mailto:kerryn.nelson@bigmouth.net.au)

**About ReadOn:**

ReadOn is a comprehensive learning tool, designed to assist people of all ages, overcome reading problems associated with dyslexia.

Features include:

- Multi-user support
- Personalised settings
- Easily networked
- Visual tracking exercises
- Comprehension support
- Auditory feedback
- Customised visual cues for problem words
- Create, load, edit and save stories and articles in electronic format
- Load text from books and magazines using optical character recognition (OCR)

For more information, visit <http://www.readonsoftware.com/>

---