For more information contact:

Dan Riff
Vice President, Sales and Marketing
Ai Squared
Phone: (802) 362-3612, Ext. 104
Fax: (802) 362-1670
Email: driff@aisquared.com

FOR IMMEDIATE RELEASE

BigShot Magnifier Helps Florida Retiree
New software improves computer access for older American

MANCHESTER CENTER, VT, November 14, 2000**:** With much enthusiasm, 76-year-old retiree Aaron Beckwith recently visited Ai Squared, a small but committed Vermont-based computer software development company. Beckwith wanted to meet in person the creators of BigShot® Magnifier, a full-screen magnification program. Designed for computer users with focusing problems caused by routine eyestrain and poor vision, the Windows-compatible system is suitable for personal and professional use.

Beckwith had read a review of BigShot dated August 24, 2000 in the computers and technology section of *AARP Bulletin*. Operating like a virtual magnifying glass, the software increases the size of all elements on a computer screen, providing 20 adjustable levels of enlargement, from 105% to 200%. "With the simple click of a button, I can enlarge an incoming email letter using BigShot Magnifier. What originally appeared in an 8-point font quickly becomes a much more readable 12-point typeface," says Beckwith.

Because of benefits like this, Beckwith wanted to explore bulk purchase options of the easy-to-use software for members of the computer club he founded back home, as well as for a health-related support group he also leads. The dedicated computer aficionado resides in the Hunter's Run section of Boynton Beach, Florida, located in South Palm Beach County. The lush, lakefront retirement community consists of about 1500 active families who enjoy golf, tennis, and a wealth of lifelong learning opportunities.

As the eyes of the nation focus on Palm Beach County during the current butterfly ballot voting crisis, Beckwith is representative of many local citizens caught up in the national political firestorm. He is an older American with declining eyesight, the result of a medical condition known as macular degeneration. He serves as co-chairman of the Age-related Macular Degeneration Support Group at nearby Bethesda Health City, a 40-acre "medical mall" affiliated with Bethesda Memorial Hospital. Beckwith fears the vote he cast on November 7 with the simple prick of a pushpin (*or two*) may not have been recorded properly. It is precisely incidents like these that have made him a tireless community advocate on behalf of the visually impaired.

(more)

Poorly designed products and processes result in continued confusion and frustration for millions of Americans who suffer from normal age-related vision problems. But for people with serious eye-related diseases such as cataracts, diabetic retinopathy, glaucoma, or macular degeneration, the difficulties increase exponentially. For this reason, Beckwith continually scouts out new products and technologies—like BigShot Magnifier—that reduce eyesight-related barriers for America's senior citizens. It is also why he called on Ai Squared firsthand to learn more about the company. Ai Squared, a world leader in low-vision accessibility software, introduced BigShot Magnifier last July.

According to Ben Weiss, company founder and president, "BigShot Magnifier is a natural extension of our revolutionary ZoomText® line of low-vision products. With BigShot, we have adapted our variable screen magnification technology to satisfy the viewing needs of all computer users, who can be divided into two distinct groups. The first group includes normal-sighted computer users who experience regular, screen-related eyestrain. The second group encompasses users with gradually deteriorating eyesight resulting from either the normal aging process or a slowly progressive, vision-related medical condition."

For people like Aaron Beckwith, BigShot Magnifier offers welcome relief during a difficult period of eyesight degeneration. While his vision will eventually decline to a point where he will require Ai Squared's more powerful suite of software products, right now the new offering is just what he needs.

About Ai Squared

Founded in 1985 and located in the charming Vermont village of Manchester Center, Ai Squared has grown from a one-man operation into a team dedicated to providing accessibility solutions for low-vision computer users. Free lifetime technical support is offered for all products, including ZoomText®, an industry standard for screen access software. To learn more about BigShot Magnifier, visit the product web site at www.bigshotmagnifier.com. For additional information about Ai Squared's other offerings, consult the corporate web site at www.aisquared.com.

# # #