Press release for immediate release:
 **Tobii launches LiterAACy – an efficient vocabulary system that helps evolving communicators learn to read and write**

**Stockholm, Sweden, December 15th, 2010 – Today Tobii Technology AB announced the launch of a brand new vocabulary system, LiterAACy. It is a symbol communication system that makes it easier for individuals with speech and communication impairments to learn how to read and write. Besides using the system to organize vocabulary in their communication aids, they use LiterAACy to make their first experiences with letters and words – just like other children, who first scribbles with pencils.**

To be able to read and write are cornerstones when it comes to self expression, development and the integration into school, work and society. Acquiring those skills are not always that easy, especially not if you have speech and communication impairments.

Traditional alternative communication strategies often require a steep learning curve, where the student needs to be able to cipher and decipher entire words and sentences. For many individuals in need of assistive and augmentative communication (AAC) this becomes quite and obstacle that they can’t tackle, and as a result they never learn to read and write.

LiterAACy takes a different approach by offering a combination of alternative vocabulary with learning how to read and write. LiterAACy categorizes words by their first letter, so that users with knowledge of the initial sound of a word quickly can access it. On average a user can access up to 3500 words by just two key presses. Offering such quick wins is very motivating – and by utilizing their preliterate skills for processing the vocabulary the students practice and further develop their reading and writing skills.

Using the clear SymbolStix symbols, color-coding according to the Fitzgerald key, deliberate hiding of letters and the clear speech output all facilitates the advancements of the reading and writing skills even further.

LiterAACy is intuitive and easy to use that teachers and even relatives and caregivers can start using it immediately.

**System requirements**LiterAACY requires Tobii Communicator 4.5 or higher. LiterAACy offers additional functionality such as e-mail, chat, sms, camera control etc., functions that require the appropriate hardware, for example the Tobii C-Series.

**Pricing**LiterAACy is free of extra cost when purchasing a Tobii communication device together with Tobii Communicator.

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**More information:**For more information about LiterAACy, please visit [www.tobii.com](http://www.tobii.com) and [www.literaacy.com](http://www.literaacy.com).

**For interviews and additional information, please contact:**

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**About Tobii Technology**Tobii Technology is the global market leader in hardware and software solutions for eye tracking and eye control. Our products are widely used within the scientific community and in commercial market research and usability studies, as well as by disabled people as a means to communicate. Tobii also drives integration of eye tracking technology in a large number of other areas, offering OEM components for integration into various industry applications. Founded in 2001, Tobii has continuously shown very rapid year-to-year revenue growth. The company is based in Stockholm, Sweden, with offices in the US, Germany, Norway, Japan and China. Products are sold directly to customers and through resellers and partners worldwide. [www.tobii.com](http://www.tobii.com)

**About Lars Tiedemann - the creator of LiterAACy**LiterAACy has been developed by Lars Tiedemann, [University](http://www.facebook.com/pages/Wissenschaftlicher-Mitarbeiter/137567366281008) of [Freiburg im Breisgau](http://www.facebook.com/pages/Freiburg-im-Breisgau/105590906140084), Germany. info@literaacy.com