



# Assistive Technology News

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## Possum's New Website

Possum is delighted to announce the launch of our newly redesigned website which has a dynamic new look. The new website marks a dramatic improvement in appearance which includes a complete design overhaul.

The new site features include:

- New layout and updated content.
- Easy to use navigation - orange tabs indicate where you are on the site.
- Dynamic and engaging media - including short films showing the use of assistive technology for independence in the home and in residential and care homes.
- Product information - download flyers, key technical data, user guides and manuals\*.
- Technical area - for software downloads, manuals, firmware upgrades etc\*.
- News and Events section - regular updates on our activities. Sign up to our news feeds and newsletter.
- Request a visit - contact us for a demonstration of our equipment.
- Accessibility - the website has been designed to conform with W3C's Web Content Accessibility Guidelines (WCAG), Version 2.0, Level AA

Possum Managing Director, Philip Robinson said:

*"From a strong base in Health in the UK, Possum is reaching out to many new clients, customers and professionals. In addition to our activities in environmental control and AAC we are introducing new solutions in the fields of Telecare, supported living and also addressing international markets.*

*The first thing most people do is look at the website so we want to make it as user friendly, comprehensive and informative as we can."*

Jenny Wakely, Possum's Marketing Executive commented:

*"The content of the website reflects our dedication in sharing our knowledge of assistive technology and our aim is that the site will be used as a source of information, meeting the expectations of our clients and customers.*

*Our long term commitment is to develop the resources available on our site and embrace new digital media opportunities. Developments in the next phase will include key product tutorials which will support our clients and customers in using our products to their full potential."*

Comments and Suggestions:

We would welcome any comments or suggestions as we continually strive to create the expected level of user experience. Please email us: [marketing@possum.co.uk](mailto:marketing@possum.co.uk) and let us know your thoughts.

\* Registration and login required



Visit the new website: [www.possum.co.uk](http://www.possum.co.uk)

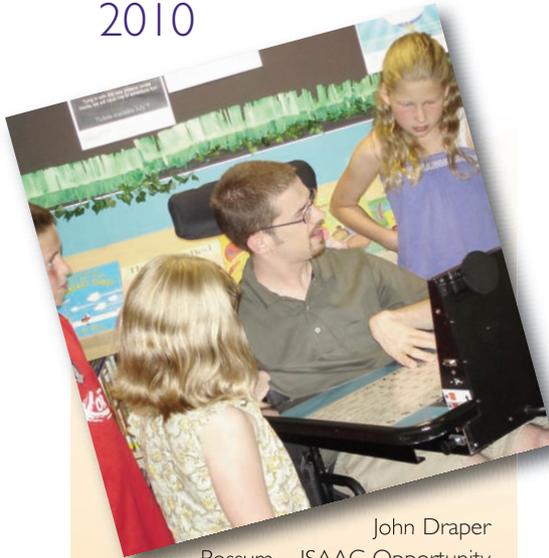
Possum – ISAAC

isaac

International Society for  
Augmentative and Alternative Communication

Aspiration Award

2010

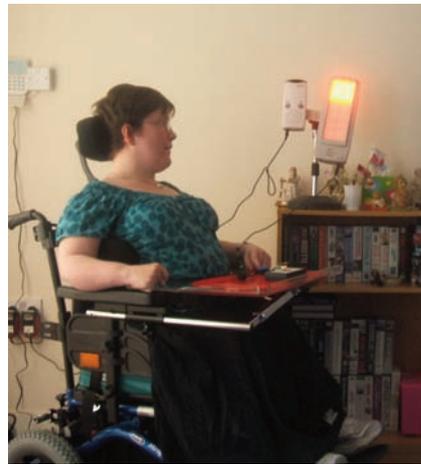


John Draper  
Possum – ISAAC Opportunity  
Award Winner 2008

**Possum is delighted to announce that the prestigious Possum – ISAAC Aspiration Award will be presented at the ISAAC 14th International Conference, in Barcelona, Spain, July 2010. The award has been created to enable a person who uses Augmentative and Alternative Communication (AAC) to expand their future opportunities.**

John Draper said: “The Possum-ISAAC Aspiration Award has provided me with the opportunity to turn a vision into a reality. The award is being applied to the development of a School Leadership Resource Manual as a key component of the Together We Rock! School Leadership Program. This initiative provides elementary and high school students with the opportunity to take a leadership role in building an accessible and inclusive school community.”

# Assistive Technology and Independence



“My Possum will let me do some of the things around the house that I have always had to rely on others to do.”

## Case Study

Since moving into her flat in Inverurie in 2002, Paula has always wanted to do more for herself. She found this difficult, due to her limited mobility.

Staff tried various tools and gadgets to help Paula achieve her goal. Some did make a difference, but most were unsuitable.

Then Real Life Options contacted Robert Gordon's University (RGU), Aberdeen, who have been funded to assist and advise on Telecare – a programme of assistive technology to promote independence for people with physical and / or learning disabilities.

Liz Sergeant of RGU came and met Paula who explained to Liz what she wanted to be able to do:-

- To help more about the house
- To switch on her TV and change channels
- To use the telephone
- To answer her own door
- To be left in the house without the constant presence of staff

Simple stuff really for many of us, but a major challenge for Paula. Liz contacted Possum Ltd who are leaders in assistive technology and with their help Paula has had the most amazing ‘smart stuff’ installed in her house.

This is the start of a very exciting time for both Paula and her staff. Paula (and staff!) now have to learn to use the new technology and to understand how it will assist her.

What Paula and Possum can do:

- Switch on her TV
- Change the TV channels
- Switch on her bedroom lights
- Answer the telephone
- Call for staff assistance
- Open and close curtains
- Answer callers at the door
- Open and close the front door
- Switch on DVD / Radio / Stereo

*“It’s great - I press the button to start with, listen to the voice, press the button again when I hear the option I want and hey presto, my TV comes on; press again and I can change channels. It means such a lot to me.”*

Paula

People with learning disabilities and intellectual impairments often need support to help them take control of their own lives. Real Life Options (RLO) strives to provide self-directed support that puts people with disabilities in control of their own lives.  
[www.reallifeoptions.org](http://www.reallifeoptions.org)

# Possum Ltd presented with Queen's Award for Enterprise: Innovation

Sir Henry Egerton Aubrey-Fletcher (The Lord Lieutenant of Buckinghamshire), visited the company's premises at Farmbrough Close, Aylesbury, to present Possum with a Queen's Award for Enterprise for its outstanding business success.

David Lidington MP, and other dignitaries, attended the presentation ceremony where Possum Ltd was presented with a crystal bowl engraved with The Queen's Award's Emblem as a symbol of its success as well as a grant of appointment. The company is now also entitled to use the Emblem in all its marketing and on packaging for the next five years, here and abroad.



*Managing Director Philip Robinson said: "It will be a great help to us as we reach out to new customers. It's a very prestigious stamp of approval."*

From left to right: Councillor Mrs Ranjula Takodra (Aylesbury Town Mayor), Mr Richard Pushman (Chairman of Bucks County Council), Sir Henry Egerton Aubrey-Fletcher (The Lord Lieutenant of Buckinghamshire), Mr Philip Robinson (Managing Director Possum Ltd), David Lidington MP (Aylesbury), Roger Jefcoate CBE.

Image courtesy of The Bucks Herald

## Possum Welcomes Ben Carter to the Sales Team

As part of its continued growth and expansion Possum is delighted to announce the appointment of Ben Carter as National Sales Manager – Telecare.

Possum was recently awarded exclusive rights to distribute the NEAT Electronics - telecare product range in the UK.

Lars Nyström, CEO of NEAT, says "In the few years since its formation NEAT has become the second biggest seller of care phones in Europe due to the excellence of its product design and its focus on customer support.

Possum shares the same philosophy and is the ideal partner to bring the NEAT telecare range to the UK."

Ben has worked for a number of years in the telecare area and brings good experience of sales and business development.

Ben says "Innovation and excellent customer service are aspects of business I hold close to heart and in Possum with the NEAT product portfolio I feel I have found the perfect partnership."



Philip Robinson, Possum MD adds "Possum aims to bring new technology and a new approach to the UK telecare market. In the coming months we will listen to and work with key telecare players and focus our product and service offerings to their needs.

Expect a call from Ben in the near future!"

### NEAT Telecare Products



The Neo Care Phone provides vulnerable people with the security and confidence to live independently by providing the means to call for help in an emergency.



Visit our stand at the TSA conference at the Hilton London Metropole Hotel – 15<sup>th</sup> to 17<sup>th</sup> November 2010 for a demonstration of our Telecare products.

# Possum Product News

## The Possum Sero! - Packed with features



The new Possum Sero! provides, for the first time, a loud speaking, remote control telephone and answering machine with communication aid functions.

- 50 easily recordable phrases (each 30 seconds long) allow people with partial or no voice to communicate crucial messages over the telephone.
- The Sero! can tell you who's calling (if caller's name is in the phone book).
- Tested to international standards.
- Can be operated by the Possum Jive! Communication Aid and the Primo! remote controller.



Both the Jive! and the Primo! operate the Sero! offering users an unprecedented level of control including:

- Remote controlled dialling facility
- Phone book - access and dial a predefined number
- Emergency call feature - dial a list of priority contacts
- Quickly access pre-recorded phrases stored on the Sero! telephone



**Jive! and Sero! working together for complete communication:**

- Conduct conversations with someone over the phone using the Jive! Sero! combination
- Communicate on your Jive! with symbols or text

Contact us for further information and a demonstration.

## Exhibitions 2010

Possum will be exhibiting at many events including:



Communication Matters National Symposium 26<sup>th</sup> September 2010



Chicago 27<sup>th</sup>-30<sup>th</sup>  
October 2010  
Visit us at booth No: 327 and our USA distributor AbleNet on booth No's: 328 & 329



ISAAC 14<sup>th</sup> International Conference, Barcelona, Spain, July 24<sup>th</sup>-29<sup>th</sup>, 2010

For further information on the events listed, please visit our website or contact us.

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