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PRESS RELEASE

New messaging app from Ola Mundo helps non-verbal kids to remotely communicate with family and friends

Now, for the first time ever, children with Autism (ASD), Down syndrome, Apraxia and other conditions requiring symbol-based language can chat with mom, dad and others, wherever they may be

TEL AVIV, April 2, 2014 – Many of us enjoy chatting with family and friends using WhatsApp, SMS messages, Facebook Messenger, and a variety of other text-based messaging apps available on the Internet. However, non-verbal children with Autism (ASD), Down syndrome, Apraxia and other conditions requiring symbols to communicate have typically been left behind, isolated and unable to communicate remotely, until today.

In support of World Autism Day, Ola Mundo, a “by-parents-for-parents” initiative, has resolved to address this issue with a new “family communicator” app now available in the USA. Known as Ola Mundo Messenger, this symbol-based messaging app for iPad and iPhone enables a whole new means of communication for non-verbal children and their families and friends.

Unlike other symbol-based Augmentative and Alternative Communication (AAC) apps, Ola Mundo Messenger enables both side-by-side AND *remote* communication across the Internet as part of a specialized, designed experience. Children using the Ola Mundo Messenger have access to a rich library of symbols to stay in touch. Family and friends are able to receive messages on an iPad or iPhone, and type back a response that’s automatically converted back into symbols the child can better understand.

“Ola Mundo Messenger was a labor of love, created to give a voice to the voiceless and to bring family and friends closer together, regardless of distance. It’s the solution that many of us have been seeking for years,” said Ofir Harel, founder and CEO of Ola Mundo. “I hope Ola Mundo Messenger will be a life changer for people throughout the world, helping non-verbal children and their families to overcome challenges and connect like never before.”

Ola Mundo Messenger is now available in the United States other countries through iTunes at www.olamundo.com/itunes.

A short video demonstrating the Ola Mundo Messenger “family communicator” app can be seen online at www.olamundo.com/youtube.

ABOUT OLA MUNDO

Ola Mundo (“Hello World” in Portuguese) was created in January 2012 as a ‘by-parents-for-parents’ project aimed to address the special communication needs of non-verbal children. The team consists of pedagogical experts designing with children’s abilities and interests in mind. User interface, simplicity, and vocabulary are all carefully combined to empower children and give them a new world of opportunities. Ola Mundo is committed to giving children, their parents and their supporters a communication service that is innovative, inspiring, accessible, affordable, and empowering. To learn more, please visit Ola Mundo online at www.OlaMundo.com.

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