

# Novartis Launch Vision Assistance Apps to Improve the Lives of the Visually Impaired

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Novartis, in partnership with the NCBI, is delighted to announce the launch of a suite of vision assistance apps. The award-winning ViaOpta Navigator and ViaOpta Daily apps were developed to better assist those living with visual impairment. ViaOpta Navigator app enables blind or vision impaired people to move independently by providing essential information to support orientation when walking. Similarly, ViaOpta Daily uses vocal guidance and audible tutorials to help with everyday activities. The cutting-edge technology used aims to make a difference in the lives of those who live with visual impairment and who seek discreet assistance.

**Loretto Callaghan, Managing Director for Novartis Ireland**, said: *"Novartis is proud to continually support those living with visual impairment. We work tirelessly with organisations such as the NCBI to create patient-focused innovative solutions to enhance the lives of many here in Ireland. We are delighted that patients will now have the opportunity to benefit from the use of the ViaOpta apps to improve their independence and quality of life."*

**Chris White, NCBI CEO**, commented on the benefits of the apps, saying: *"With the help of the ViaOpta apps, people living with vision impairments can undertake everyday tasks confidently and independently. These upgraded apps signal yet another advancement for blind and vision impaired people and will help them enormously as they go about tasks like taking their dog out for a walk, shopping or going to a busy café."*

The real-world benefits of these apps can be seen in their extensive functionality. ViaOpta Navigator and ViaOpta Daily have been created to assist the visually impaired better experience the world around them in a discreet way, all at the push of a button. The various features for each of the apps are detailed below.

## Via Opta Navigator Features

Alters (alerts and voice commands)

Directions

Map

Junctions (junction information with directions)

Bookmark (destinations can be bookmarked)

Search (search for saved destinations)

Share location with family and friends

## Via Opta Daily Features

Weather (updates on local weather)

Magnifying Glass

Timer

Contacts (access your phone contacts)

Colour Recogniser

Money Recogniser

Object Recogniser

Scene Recogniser

The ViaOpta apps are available on both iOS and Android platforms and are also free of charge.

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