



**UNIVERSALLY ACCESSIBLE MEDIA**

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**Bridge Multimedia, American Foundation for the Blind, and  
Pearson Digital Learning Awarded U.S. Department of Education  
Grant to Study Accessibility**

Bridge Multimedia, the leading innovator of educational accessibility solutions, announced today that it has won a U.S. Department of Education National Institute on Disability and Rehabilitation Research (NIDRR) grant for the research and development of the company's Universal eLearner platform. The three-year grant, awarded in partnership with the American Foundation for the Blind (AFB), will utilize and expand content from Pearson Digital Learning's KnowledgeBox®, a standards-based digital learning system. This award-winning content will be augmented with additional text and audio, making the lessons accessible to a larger world of learners, including English language learners and learning disabled, blind/low vision, and hearing impaired students.

"This research will give us unique insight into how to effectively extend instruction to reach the widest possible audience," said Matt Kaplowitz, Founder and President of Bridge Multimedia. "Our unique approach will also demonstrate to educational publishers that integrating accessible content represents a sound business model," Kaplowitz said.

"We are honored to be included in this important research," said Bob Roliardi, President of Pearson Digital Learning. "Pearson believes in the importance of universal accessibility and we are pleased to contribute to research that will further an understanding of how to meet the diverse needs of today's classrooms."

Carl Augusto, President of the American Foundation for the Blind, said, "AFB is committed to having a greater impact in the blindness field—and on the larger society—by working to broaden access to educational technology."

Bridge Multimedia's Universal eLearner is an online learning platform that scaffolds publishers' existing content with additional text, text at variable readability levels, additional audio content, and audio-described video content. By creating a single product that will reach the general education market as well as numerous specialized learning populations,

publishers who develop on the Universal eLearner platform are eligible for federal funding from wider variety of sources.

### **About Bridge Multimedia**

Based in New York City, Bridge Multimedia develops universally accessible technology products and provides media services for education, entertainment, government and business. The recipient of several Department of Education-funded grants, Bridge Multimedia is committed to making media available to all. For more information, please visit [www.bridgemultimedia.com](http://www.bridgemultimedia.com)

### **About Pearson Digital Learning and KnowledgeBox**

For over 40 years, Pearson Digital Learning has been helping educators reach every student, every day with targeted, individualized instructional solutions. Their products—all standards- and research-based—include: the KnowledgeBox digital learning system; NovaNET® comprehensive online courseware; SuccessMaker® Enterprise digital reading and math curriculum; and the Waterford™ individually-paced early learning curriculum developed by the non-profit Waterford Institute.

<http://www.pearsondigital.com/>

As a digital learning system for reading/language arts, math, science, and social studies, KnowledgeBox seamlessly delivers a wealth of instructional media designed specifically to help meet the varied needs of learners in 21st Century classrooms. With a robust collection of materials across content areas and a unique set of instructional tools, KnowledgeBox enables teachers to quickly and easily integrate customized, standards-based digital media into daily K-6 instruction.

<http://www.pearsondigital.com/knowledgebox/>

### **About AFB**

The American Foundation for the Blind is a national nonprofit organization dedicated to expanding possibilities for people with vision loss. In addition to its New York City headquarters, AFB maintains a Public Policy Center in Washington, D.C., as well as offices in Atlanta, Dallas, Huntington and San Francisco. [www.afb.net](http://www.afb.net)

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