

Mag Pia

Issue No.9 Autumn 2009



MagPia is the quarterly newsletter of Pia, the UK's leading independent accessible media company

● Autumn already!

Welcome to the autumn edition of MagPia. I hope you find this issue interesting. Our new web pages are worth a look if you have the time and please don't forget to make a note of our new telephone number. I'd also like to thank David for his very kind comments (quote on page 4).

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● Interesting braille facts Part 2

1. There are 64 different combinations of the six dots that make up a British braille cell.
2. Aldous Huxley, the author of 'Brave New World', went blind temporarily at the age of 17 and learnt to read braille. He said that the one advantage of braille is that you can read it in the dark and in bed under the covers to stop your hands from getting cold!
3. Some braille codes in the US, Japan and parts of Europe use 8-dot cells instead of the 6 dots used in the UK.
4. The differences in braille codes between English-speaking countries, makes the exchange of braille materials very difficult.
5. Less than 10% of blind Americans can read braille and just 10% of blind school-children in the US learn braille. Advances in audio books and voice-recognition software have edged braille out of the school curriculum, but advocates for braille say there's no replacement for being literate.

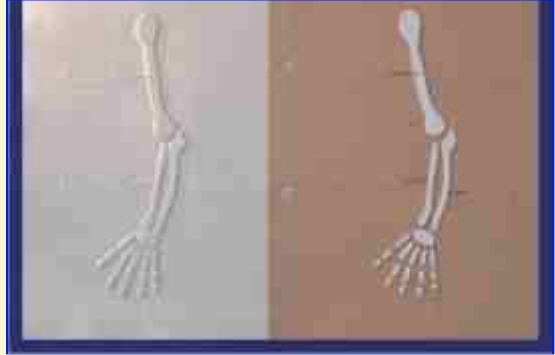
braille ● large print ● audio ● moon

● New web pages

Pia is traditionally viewed as specialising in braille, large print and audio. However we also produce documents in Easy Read and have wide - ranging vast experience in producing tactile diagrams.

Although specific literature regarding these services has always been available, they have only been covered briefly on our website in general information about our services.

Below is a Tactile diagram of an arm and the collage used to create it.



We are pleased to say that this is no longer the case and the new pages can be viewed at www.pia.co.uk from the services drop down menu.

● Pia goes down under!

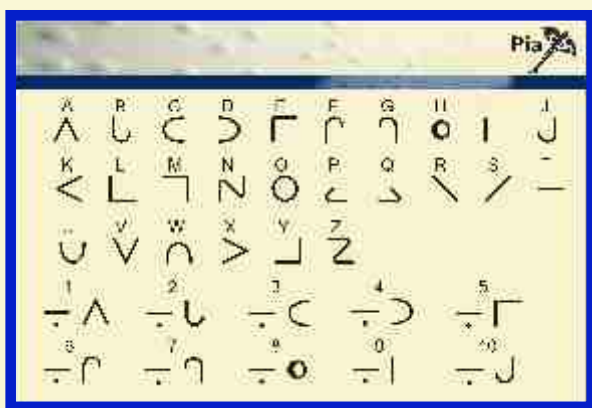
No, not to Australia but down under Blaenavon. Every year Pia organises an away day where all staff get off site away from the office to review the progress made during the last financial year, set goals for the coming year and review and amend, if necessary, our company objectives and five year plan. It's also a rare opportunity for everyone to have



lunch together and usually involves an activity in the afternoon. This year the event was held at the Blaenavon World Heritage Site and ended in a trip to Big Pit. It was a memorable afternoon and an experience we would happily recommend to anyone visiting the area as it's very interesting, a rare opportunity to go underground (with a miner as your guide) and best of all it's free!

● FAQ: What is Moon?

Moon is a simple tactile code, which closely resembles the shapes of letters in the written alphabet. It was developed by Dr William Moon in 1847 and is a less complicated reading system than braille.

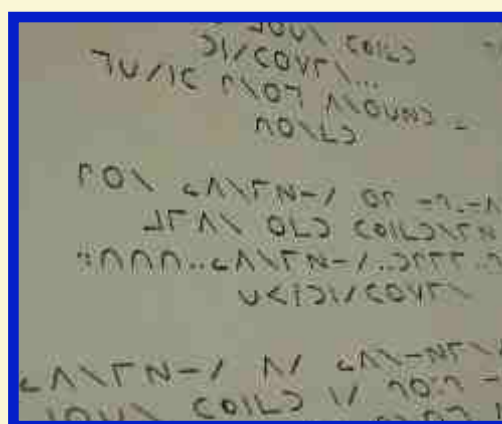


Moon, is primarily used by children and adults, who are visually impaired, but also have additional learning difficulties. These people as well as adults who have lost their sight later in life or who have poor sensitivity in their fingers use it because they would find it difficult to learn braille.

There are two types of moon, traditional and dotted/dotty moon:

Traditional Moon is produced using swell paper - black ink is printed

onto this paper and passed under a heat source. The black lines and shapes swell to form letter shapes made up of solid raised black lines.



Dotted moon - this is where the moon characters are represented by a series of braille dots. It can therefore be produced by braille embossers on braille paper and is cheaper to produce than traditional moon.



If you would like a moon alphabet card, quotation or samples please contact Pia.

● Pia changes to 0844 numbers

Pia has changed from 0870 to 0844 telephone numbers with effect immediately, so please change your records accordingly. We do however plan to continue operating all our 0870 numbers during this transition period to minimise inconvenience.

Recently, there has been a change in the way 0870 numbers are charged. 0870 numbers are charged at the



standard national geographic rate, which is currently 9.99p per minute for businesses plus a set-up fee. 0844 numbers however are charged at approximately 5p per minute plus a call set-up fee.

We believe that the 0844 numbers are a cheaper alternative for callers, which is why we're switching the Pia numbers over. The new number is 0844 500 6450.

● Contact Details

Pia is the trading name of Gwasg Pia cyfyngedig, registered in Cardiff No.2537795

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“Excellent ... service and advice as I had never ordered braille before.”
David, West Midlands Fire Service