Hello,

I am writing to ask that you provide blind and low vision users with fair and equal access to your xxx application.

Being blind myself, I rely on Apple's VoiceOver screen-reading software to interact with an iDevice or Mac.

I truly appreciate the improvements that you have made to VoiceOver support in your iOS app. However, there are still a number of unlabeled buttons and the <state specific features that are not accessible> is particularly inaccessible. These issues with the iOS app should not in fact be too difficult to address, so I hope that you will consider prioritizing them.

<add any other issues, problems, for example>

This means that your iOS app is currently the only available option that comes close to providing me with an accessible means of using your service. Personally, I am more than happy to pay for a premium subscription, but I don't see why I should then be denied the full premium service. It is also an issue that sighted users have three different subscription options, but the vision-impaired only have the one (and as I said, they then don't even receive the full service).

I would ask, therefore, that you endeavor to make your app fully accessible on all supported platforms to those of us who rely on screen readers, and that you do so as a matter of some urgency. Not only would this be a good commercial decision, but it would also simply be the 'right' thing for your company to do.

Regarding making apps accessible both Apple and AppleVis have info.

Apple has provided a guide for developers on how to make their applications accessible at: <http://developer.apple.com/library/ios/#documentation/UserExperience/Conceptual/iPhoneAccessibility/Introduction/Introduction.html>

Additional information for developing apps that are accessible to VoiceOver users can be found on the AppleVis website at: <http://www.applevis.com/information-app-developers>

I would appreciate having full and equal access to the xxx app, and am willing to provide further feedback as needed. I thank you for your time and consideration in this matter and hope to hear that you are working on this problem soon!

Best regards,

Michael McCulloch