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## Hipstreet Announces Project Simple Screen, Simplifying the PC and Tablet Experience for the Senior Population

Now live on Indiegogo, the Windows-based software project will make it easier than ever before for seniors to connect with the world.

MARKHAM, Ontario 7/11/2016

Hipstreet today announced Project Simple Screen, a software solution made for the senior population with a design that simplifies the user experience on PC and tablets. Project Simple Screen is designed with a new and exceptionally intuitive user interface, running over the Windows® operating system.

A recent study showed that a small amount of seniors are actually using technology in their day-to-day lives, are slower to adopt technology and feel they face more challenges when learning to use devices compared to younger generations.<sup>1</sup> Project Simple Screen enables an incredibly simplified user interface with large, easy to read buttons, fonts and widgets making finding and operating a PC or tablet much easier. It will also enable seniors to stay connected with their loved ones with easy to use video calling, email and photo and video sharing.

In support of this unique project, Hipstreet also today launched a [campaign](#) on Indiegogo, the largest global crowdfunding & fundraising site online. Working with a team of developers to design, build and test create this software application, the campaign goal is to connect with supporters who want to be part of a community of users to help achieve their funding goal and have a voice in how they develop this solution through early access and a forum for feedback.

“With the senior population being a significant part of our customer base over the years we felt there had to be a better way to help them take advantage of all the benefits of today's technology”, said Moe Kirpalani, President and CEO. “Project Simple Screen will be that better way, making it easier than ever before for seniors to stay connected with their families, friends and the world.”

The first software release from Project Simple Screen is expected to launch later this year.

### Supporting Resources

Learn more about [Hipstreet](#)

Learn more about Project Simple Screen on [Indiegogo](#)

Become a fan of Project Simple Screen on [Facebook](#)

### About Hipstreet

Hipstreet is a growing global company specializing in Consumer Electronics and accessories. Established in 2002 with their first location (Corporate Headquarters) in Ontario, Canada, they have gradually and strategically expanded their bases of operation to include offices in the USA, China and Singapore, the

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UK and the Philippines. Their products are currently sold through a wide range of channels, ranging from mass merchandisers, electronics superstores, office superstores, online retailers, TV based home shopping networks, major distributors and independent retailers. For more information, visit [www.hipstreet.com](http://www.hipstreet.com).

## Sources

<sup>1</sup> Pew Research Center: "[Older Adults and Technology Use](#)", 2014

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