PawPawMail -- Great E-mail for Grandparents

PawPawMail Launches iPad App for Seniors

PawPawMail has made its popular e-mail interface for seniors available in even simpler form, using the platform currently taking off among an older demographic: the iPad

Atlanta, Ga. (Feb 24, 2011) -- For the last two years, PawPawMail has helped introduce older adults to e-mail communications through the simple, non-threatening interface of its web-based application. Keeping pace with the overwhelming trend of seniors moving to the iPad, PawPawMail has just launched an even more simplified communications app for older adults that works with its existing e-mail service.

PawPawMail allows seniors who are new to computers to stay in touch via e-mail with digitally connected family and friends, while allowing a more technical caregiver to assist from the same room or from far away.

PawPawMail, both on the web and now through its iPad app, goes beyond large type and big buttons in making technology accessible to seniors. It simplifies use by showing only the relevant options; it jogs the memory by showing pictures of and notes about the people being written to; it assists with declining vision and dexterity by displaying in muted colors with high contrast and spacing the design to make accidental clicks less likely. Photo attachments, one of the most difficult problems for a first-time user, are automatically added to the senior's photo album. Finally, PawPawMail allows others to assist and only delivers messages coming from addresses already stored in the senior's address book.

The app itself is free, as are trial accounts. Fully-paid accounts are $8 per month or $65 per year.

The iPad saw a huge usage spike among older users this past holiday season, reminiscent of the Nintendo Wii adoption among elderly users of the last few years. "It seemed like every support call we got in November and December started with 'I'm buying my mom an iPad for Christmas -- can she use PawPawMail with that?'", explained PawPawMail co-founder Jackson Hughes. "We knew it was an ideal platform for many of our users, but we had no idea how big the wave was until it was on top of us."

The app has been available in pre-release since January 5th, 2011. During this time, many seniors have used the "Feedback" feature to say how they're getting along with the new app. "I really am being educated by PawPawMail and my new Ipad. its nice to know you can send emails with out remembering email addresses", e-mailed Mary H., a new senior iPad user.

PawPawMail isn't the only company seeing this trend emerge. *BusinessWeek*, in "The iPad Leads Apple to the Elderly", quotes 79-year-old retired architect Toshihiro Okada: "Seniors these days have the trifecta of time, money, and curiosity … the iPad is never out of my hands."

And the final evidence that the iPad and seniors are a match? There's now an "iPad for Seniors for Dummies" book.

To test PawPawMail, see a demo in action at http://pawpawmail.com/tour.html or download the new iPad app at http://itunes.apple.com/us/app/pawpawmail/id412020201

To download a complete media kit, visit http://pawpawmail.com/press.html

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