

Nemisys wins Opsis contract with CMS for visually impaired

Submitted by: Kam Mistry

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New media consultancy Nemisys Enterprises (www.nemisys.uk.com) is to develop a new website for visual impairment charity Opsis. In addition to meeting disability requirements for site visitors, the site goes further by providing Opsis with a content management system specifically designed to be administered by the charity's blind and visually impaired staff. It is believed to be the first of its kind.

Mike Brace, chief executive of Opsis, himself blind since childhood, said:

"We initially approached Nemisys because of their reputation in the charity sector. We needed a dynamic site to replace our old site, so CMS functionality was essential. Their ability to develop a system which I, and my visually impaired colleagues, could administer turned out to be an unexpected and tremendous bonus."

Opsis helps the visually impaired at key stages of their lives. Whether leaving school, going into further or higher education, or looking for work, the Opsis site will act as a "signpost" to the UK's two-million visually impaired for advice and guidance in helping them with such transitions. This will be achieved principally via its comprehensive database of categorised links, which will guide people to targeted, up-to-date, authoritative information.

John Duffy, marketing director for Nemisys added:

"With Opsis on board we're delighted that our reputation as a web-marketing specialist in the charity and not-for-profit sectors continues to grow."

Nemisys provides new media services to a range of other charitable organisations. Next month sees the Minister of State for Children, Rt Hon Margaret Hodge MBE MP, open the National Evaluation of the Children's Fund conference (www.ne-cf.org.uk/). The conference was conceptualized, designed and built by Nemisys and starts on 17th June 2004.

Other charity clients include the Mental Health Foundation, British Paralympic Association, children's charity Winston's Wish, VISION 2020 UK and the Foundation for People with Learning Disabilities.

The new Opsis site is due to go live later this summer.

Notes for editors:

Nemisys Enterprises (www.nemisys.uk.com) is a new media and marketing consultancy which specialises in large internet projects. The company has a varied client base comprising charities, government departments and commercial organisations. Clients include the Mental Health Foundation, Winston's Wish, Dame Stephanie Shirley, Hewlett-Packard, Department for Environment Food and Rural Affairs, British Paralympic Association, Bedfordshire County Council and the National Evaluation of the Children's Fund.

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