



MIDO.COM: THE NEW EYEWEAR TRADESHOW WEBSITE PROMOTES ACCESSIBILITY AND INCLUSION

*MIDO is ahead of its time and applies the latest technological solutions to its website,
to improve and facilitate the experience of all users, without discrimination.*

Milano, 21 November 2023 – **The new website** of the international eyewear tradeshow that will take place at **Fiera Milano Rho from 3 to 5 February 2024** is online. It is not just a graphic restyling, but a substantial change, aimed at ensuring digital **accessibility**, encouraging user participation, and avoiding discrimination of all kinds. In this area, as in many others, **MIDO is ahead of its time** and innovates its website <https://www.mido.com/en/> almost two years in advance to embrace the European legislation which, with the European Accessibility Act, imposes digital accessibility from June 2025.

The creation of the new website, a tool available to all stakeholders at the eyewear tradeshow, represents **an important step for MIDO in raising awareness among** operators in the industry on the issues of digital accessibility and inclusion, which will continue with further technological developments, promoting sharing and dissemination.

The key words of the **layout** are "*Less is more*": an essential design in the lines, elegant and accessible, once again entrusted to the creative director of MIDO's communication campaigns **Max Galli**, in collaboration with **Mixer Group**. A thin lettering, larger, but never shouted. A site with attention to detail, created to facilitate usability and to provide all the main information in an intuitive and fast way on the first screens.

From a technical **point of view**, the development and implementation of which have been entrusted to **Alea.pro**, the new site focuses on the user experience to ensure fluid, accessible and unhindered navigation for any visitor, in compliance with the Web Content Accessibility Guidelines 2.2. Thanks to **Artificial Intelligence**, for example, users with mobility and cognitive disabilities such as blindness, low vision, color blindness, dyslexia, epilepsy, ADHD, etc., (even temporary disabilities following accidents, for example) will be facing an optimized experience. The site therefore offers the user over 100 features - on specific request - to adapt and customize the browsing experience according to their needs, such as speech synthesis, dictionary and suggestions, text magnification and spacing, color contrast, etc. Another new element is the implementation of a font designed specifically for dyslexic users, which improves the readability of texts.

In its role as world leader among the tradeshows dedicated to eyewear and the major annual events that take place in Italy, **MIDO can only always look ahead**, implementing solutions and making futuristic and advanced choices, to propose to its stakeholders not only the innovations of the present, but to be ahead of the times by knowing how to read and interpret future developments.

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