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## Media Release

### SeeWithMe app gives visually impaired Save-On-Foods customers extra set of eyes

*The app, developed by a local teenager, reads barcodes aloud on thousands of items in Save-On-Foods stores across Western Canada*

**(August 29, 2016 – Vancouver, B.C.)** There's a new app on the market that reads product names aloud when the user scans a barcode on thousands of items at Save-On-Foods.

SeeWithMe was designed by 16-year-old Ethan Hinchliff using a database of product names and barcodes provided by Save-On-Foods.

The White Rock Christian Academy student developed the app for a family friend who is nearly blind. She is highly independent but found the built-in accessibility features in her smartphone cumbersome and confusing.

Hinchliff created SeeWithMe to be as user-friendly as possible. The app has no buttons or text, and can be accessed simply by giving a voice command to a smartphone or mobile device to open the app.

Once open, it's immediately ready to scan barcodes and read the product names aloud.

Users can be confident that the app will provide accurate, reliable product information on thousands of products found at Save-On-Foods. For products information that can't be found or for items without a barcode, a friend or family member can manually add a custom barcode through [seewithmeapp.com](http://seewithmeapp.com).

"Supporting local innovators and entrepreneurs is so important to Save-On-Foods, and when Ethan brought us the opportunity to help him with SeeWithMe, we knew he shared our commitment to being a good neighbour and going the extra mile for our customers," said Save-On-Foods vice president of marketing Dan Howe.

SeeWithMe is available now on the App Store and Google Play store for Android devices.

For more information, visit [www.seewithmeapp.com](http://www.seewithmeapp.com).

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#### **About Save-On-Foods**

Save-On-Foods is committed to Going the Extra Mile for customers in every community served, every day. Known for its unique approach in customizing each store to best suit the needs of the neighbourhood by carrying more than 2,500 locally-made products from more than 2,000 local growers and producers, the company has been innovating and putting customers first for over 100 years.

#### **For more information, contact:**

Media Relations  
604 888 2079, extension 2200  
[mediarelations@owfg.com](mailto:mediarelations@owfg.com)