

Web-based email client targets senior citizens



Much the way GreatCall's [Jitterbug phones](#) and the more recently debuted [John's phones](#) both focus on simplicity for the benefit of senior citizens, so [Red Stamp Mail](#) aims to make e-mail clear and easy for those who didn't grow up with it.

Operated by Israel-based Platonix Technologies, Red Stamp Mail is a completely web-based email client, requiring no downloads or installations. Rather, the service works with any existing email account that can be accessed via POP3 or IMAP — it even works with text-only browsers and screen readers. Whereas many e-mail programs today try to cram as much information as possible onto the screen — making them unsuitable for users with reduced eyesight or impaired motor skills — Red Stamp Mail was designed to offer a simple, accessible way to read and write email. Large, readable fonts and high-contrast colors help toward that end, as does the client's Mailbox Tab, which presents mail in a clear and simple format, grouped by day of arrival; it also gives users simple ways to search and filter their messages. Mail from established contacts is clearly marked, meanwhile, making it easy to filter out spam. After a 30-day free trial, Red Stamp Mail costs USD 18 for a year of service.

With more than 1.5 billion people over 65 expected worldwide by the year 2050, according to the US Census Bureau, there's no shortage of opportunities to tailor technology products and services accordingly. How can your brand open new technological doors to senior citizens...? (Related: [Phone support for seniors, by seniors](#) — [Remote computer support for senior citizens](#) — [Facebook tool prints and mails personal newsletter](#) — [An online address for the offline world.](#))

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