TIMEPIECE CAN BE USED BY BLIND AND NON-BLIND ALIKE

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The Bradley is a timepiece that emphasizes inclusivity among the blind and non-blind, using magnets and ball bearings to tell the time in both a visual and tactile manner.

The SCS 1000 has already adapted the wristwatch for improved accessibility, providing smart vibrating alerts for those who are hard of hearing. Now The Bradley is a timepiece that emphasizes inclusivity among the blind and non-blind, using magnets and ball bearings to tell the time in both a visual and tactile manner.

Created by Eone, the wristwatch is named after Brad Snyder, a Paralympic gold medallist and former US Navy lieutenant who was blinded by an IED explosion while serving in Afghanistan. The device features a stylish brushed metal face that uses ball bearings to indicate the time — one on the front as the minute hand and one on the side as the hour hand. A magnetic Swiss Quartz movement underneath the face pulls the ball bearings round as time progresses. Although users can tell time simply by looking at the position of the ball bearings, the design allows the time to be read by touch alone if needed. This could be useful for those with sight problems — typical models developed for blind people often mean 'talking' watches that may not be audible in loud environments or suitable in quiet ones. However, the device was designed with the aim of total inclusivity, and non-blind users could avoid having to get their smartphone out in the cinema, or check the time in a business meeting without having to draw attention to themselves. The video below explains a bit more about the product:

https://player.vimeo.com/video/69225244

Having successfully raised nearly USD 600,000 through a Kickstarter campaign, The Bradley is now available to pre-order for USD 155, complete with a range of straps. Are there other ways to design products that will work for both the disabled and non-disabled?

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