

Press Release



Attendees can experience Promova and meet the team at Web Summit at Pavilion 4 – stand E406.

Promova launches Dyslexia Mode 2.0 and expands features for neurodivergent learners ✨

The changes aim to reduce visual stress and increase readability for people with dyslexia, as well as help people with such conditions as ADHD better concentrate on learning

The language learning platform Promova is thrilled to announce an upgrade of its **Dyslexia Mode**, along with **additional features designed to support neurodivergent learners**. Building upon the original feature launched in 2023, the platform keeps going with its commitment of creating inclusive, personalized language learning experiences for everyone, especially those facing unique challenges like dyslexia, attention deficit hyperactivity disorder (ADHD), and other neurodiverse conditions.

Different studies suggest that **15-20% of the population is neurodiverse** – including up to 10% of people who are diagnosed with dyslexia and 5% diagnosed with ADHD. Because neurodivergent people's brains work differently, language learning can be a real challenge for them.

"Knowing a foreign language opens doors to new cultures, perspectives, and connections, but for those with dyslexia, this opportunity can feel painfully out of reach. Dyslexic individuals often struggle with mastering their native language, let alone acquiring a second one," says **Darren Clark, Promova's neurodiversity consultant**, a global partner for the International Dyslexia Association, and an ambassador for the British Dyslexia Association. "The ability to switch between languages seems like magic to many of us who have dyslexia, but we need to create practical, accessible solutions that make this 'magic' attainable. By developing tools and approaches tailored to neurodivergent learners the way Promova does it, we can transform language learning from a source of frustration into a rewarding experience. Dyslexic individuals deserve the chance to unlock the linguistic and cultural richness that multilingualism offers."

The original Dyslexia Mode was developed in collaboration with **dyslexic designer**

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Martin Pysny, the creator of Dysfont, a specialized typeface for people with dyslexia that lies at the base of the feature. In the year after its initial launch, Promova's Dyslexia Mode has been used by thousands of people. These users showed greater rates of completing lessons. The average lesson completion of learners who use the feature increased by 44.6% compared to other learners. The new version, launching in October 2024, introduces **several updates** to further ease the challenges of reading and learning for those with dyslexia, such as **color shifting** to soften contrast between text and background, **increasable font size**, and **elimination of all caps text** to improve readability.

“Making language learning more accessible for people with dyslexia is not limited to changing the font to something dyslexia-friendly. There are many nuances that, if taken into consideration, can drastically improve the language learning experience for dyslexics,” says **Martin Pysny, creator of Dysfont**. “That is why I’m so grateful that Promova keeps developing Dyslexia Mode further and implementing changes that might seem minor for those who are out of the loop but truly make a huge difference. For instance, we’ve recognized that dyslexia and visual stress often go hand in hand, and creating the right contrast between background and text can make a significant difference in reading performance. The black and white contrast, while common, can be harsh for some users. By adjusting the colors, we’re aiming to make reading more comfortable for everyone, particularly those with dyslexia. Similarly, larger fonts help with readability by reducing crowding and improving letter recognition. It’s about making the reading experience more accessible and intuitive for all users.”

In addition to improving Dyslexia Mode, **Promova has introduced the White Noise Feature to support neurodivergent learners**, such as those with ADHD. Research suggests that white noise can enhance cognitive performance, focus, and memory retention, particularly in individuals with attention impairments. Promova's white noise, generated using a Gaussian distribution for better accuracy, creates an optimal auditory environment that aids concentration and improves reading fluency for users with dyslexia and attention difficulties.

“At Promova, we believe that everyone deserves the opportunity to communicate and connect, regardless of their background or learning style. Knowing a foreign language is one of the greatest assets to ensure cultural understanding between people, open new

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opportunities, and help to build your perfect life,” says **Daryna Mednikova, CPO at Promova**. “By integrating innovative tools like Dyslexia Mode and the White Noise feature, we aim to create a supportive environment – kind, free of judgment and mistake-shaming – that caters to diverse learning needs, allowing individuals to immerse themselves in new languages with confidence and ease.”

Dyslexia Mode and White Noise remain available for free on Promova’s platform. Learners can access them by going to their profile, tapping Settings, and turning Dyslexia Mode and/or White Noise on.

About Promova

Founded in 2019 as a simple flashcard app, Promova is now a Ukrainian-rooted language learning platform adapted for today’s minds with 15 million downloads. It addresses the cognitive challenges people face, such as information overload, and difficulties with memory retention and concentration.

Promova is providing people worldwide with a comprehensive language learning solution that combines different tools. Among them are self-learning courses, tutoring programs and conversational clubs powered with AI-driven personalization, real-life context, and cultural immersion. The aim is to deliver a tailored language experience that adapts to each user’s unique needs, goals, and learning pace, transforming the traditional learning experience into a more engaging, relevant, and effective journey towards fluency. Promova offers a variety of learning tools, including real-life vocabulary, short video lessons, books, and AI-powered speaking and pronunciation practice – all personalized based on users interests and goals and designed with a neurodiversity-friendly approach.

The Promova team is made up of 140+ lifelong learners passionate about languages, from philologists to professional educators and language learning advocates. Spread across the world, they employ best-in-class teaching methodologies to make language learning accessible to people everywhere.

<https://promova.com/>

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