



# Accessibil-IT Inc.

A new approach to document accessibility

Accessibil-IT Inc. provides document accessibility services which are designed around a fully accessible platform allowing organizations to provide a single PDF document to ALL users. Our approach optimizes accessibility without changing the look or feel of the original content. Our approach protects brand design, and ensures the document can be fully accessed and navigated so it is properly understood by both visual and non-visual users.

# Why Accessibil-IT Supports Accessible PDFs

It focuses on both the needs of content providers and users of adaptive technologies

- Plain Text, Office Suite formats, HTML and Braille hard copy are options however they have significant disadvantages
  - More costly since they add incremental versions and therefore costs of production, storage and distribution
  - Does not maintain document integrity, branding or security
  - Content is typically not optimized for accurate access or navigation by adaptive technology users, which results in content being heard out of order or without the navigation experience needed to understand the content

# Accessible PDFs Make Sense for All Stakeholders

An accessible PDF is the ideal solution for distributing electronic content

- Works seamlessly with adaptive technologies, like screen readers and refreshable Braille displays
- Easily exports into all other popular document formats based on user preference
- Ensures equal access and navigation for visual and non-visual users
- Maintains the look and feel of the original design
- Minimizes the cost of accessibility – one document can be distributed to everyone

# Accessibil-IT has set a New Standard in PDF Accessibility

<b>Industry Leading Technical Capabilities</b>	We utilize our advanced knowledge of the PDF file format to add accessibility functionality from code to the presentation level	<b>Commitment to Service</b>	We commit to working alongside your team to meet your needs on your timetable, with minimal incremental effort required from your team
<b>Fair Pricing</b>	We have a philosophy of fair pricing which is based on length and complexity of the document, rather than the existence of legislation	<b>Focus on Content Provider and End User</b>	We recognize that for accessibility to become part of day to day operations the requirements of both content providers and end users must be met



# Accessibil-IT's Response to Common Complaints of the Vendor Community

## Use of Contractors

Vendors often contract resources to complete the engagement who are not skilled in accessibility

Accessibil-IT contracts resources when required to meet deadlines, however all contractors are fully trained by senior Accessibil-IT staff

## Adaptive Technology Problems

There are a broad range of adaptive technologies available and not all formats are compatible, resulting in end users encountering reading problems

Accessibil-IT's approach provides an accessibility framework, enabling compatibility with most adaptive technologies

## Inconsistencies with End User Preferences

End users have a variety of preferences, and it costs time and money to accommodate all preferences

In addition to compatibility with most adaptive technologies, our approach easily exports into most popular document formats to accommodate user preferences

# Accessibil-IT's Response to Common Complaints of the Vendor Community cont'd

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Training	Training programs do not teach all of the necessary skills	PDF accessibility is complicated, and training programs teach only the basics. Often technical experts, such as Accessibil-IT are required.
Procurement	Suppliers do not deliver the accessibility functionality they commit to provide	Suppliers may be familiar with legislation but not technically capable. It is critical to ensure suppliers can describe and demonstrate their capabilities
Working Collaboratively	Suppliers fail to find the most effective ways to work together and provide customers with an integrated solution	Accessibil-IT partners with other high quality service providers to put forward integrated solutions.

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Accessibil-IT understands that document accessibility is only truly achieved when an end user has access to all of the information that the author intended to convey. Accessibil-IT prides itself on ensuring one document reaches the widest audience possible, cost effectively and without sacrificing message integrity or security.



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