

THIS IS HOW NEARLY ONE MILLION CANADIANS WILL SEE YOUR DOCUMENTS



# WHY ELECTRONIC DOCUMENT CONVERSION...

As technologies have evolved so have the means of communicating with individuals who experience vision loss



Recent improvements in **screen reading** technologies and their **inclusion in over 98% of the world's operating systems<sup>2</sup>** have made the access to information for individuals experiencing vision loss much easier.

With significantly increased access, technology has simplified the communication process and enabled the distribution of one document that

maintains the common look and feel while being accessible.

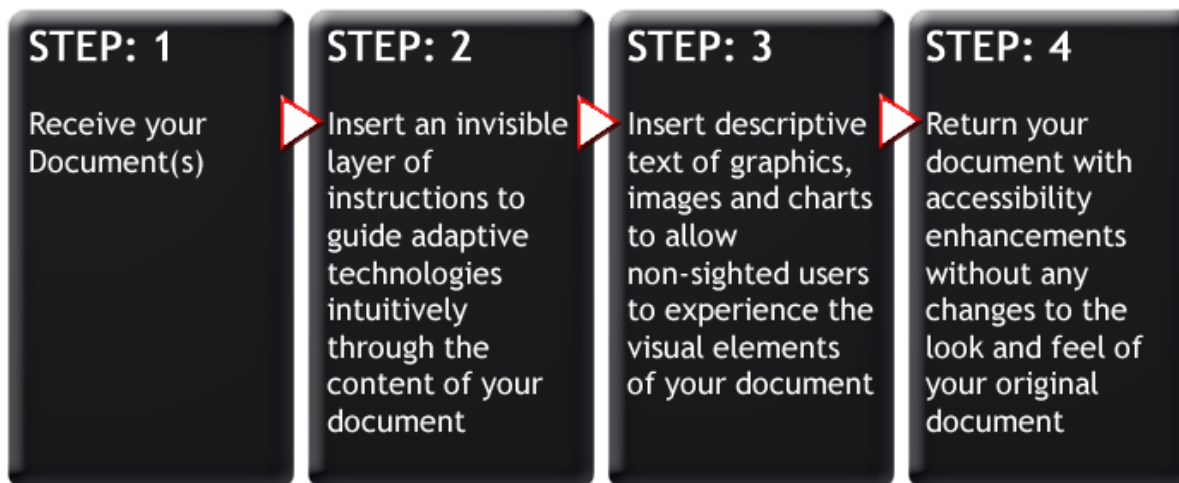
By eliminating the need to maintain separate copies of alternative format documents such as Braille, Large Text or Audio you're able to **lower your publishing costs and your environmental impact.**

Source 2: Computerworld - "Windows market share dives again as Mac nears 10%", Gregg Keizzer, January 2, 2009



# C ONVERTING DOCUMENTS SO WE'RE ALL ON THE SAME PAGE

## One Message – Total Reach™



**One simple new step** in your document preparation process will ensure all of your documents and downloadable web content are accessible and compliant with legislation. The rest of your process remains the same. You electronically transfer us your document; we will overlay the instructions necessary for your content to be read completely and accurately in the correct reading order and with focus on ensuring comprehension of all content.

The benefit of this approach is your document remains the same; your message is identical whether the end user is sighted, living with vision loss or an intellectual disability. You continue to store one version of the document

on your website or distribute it as you planned. There is no additional storage or distribution cost, as a universal version is managed electronically.

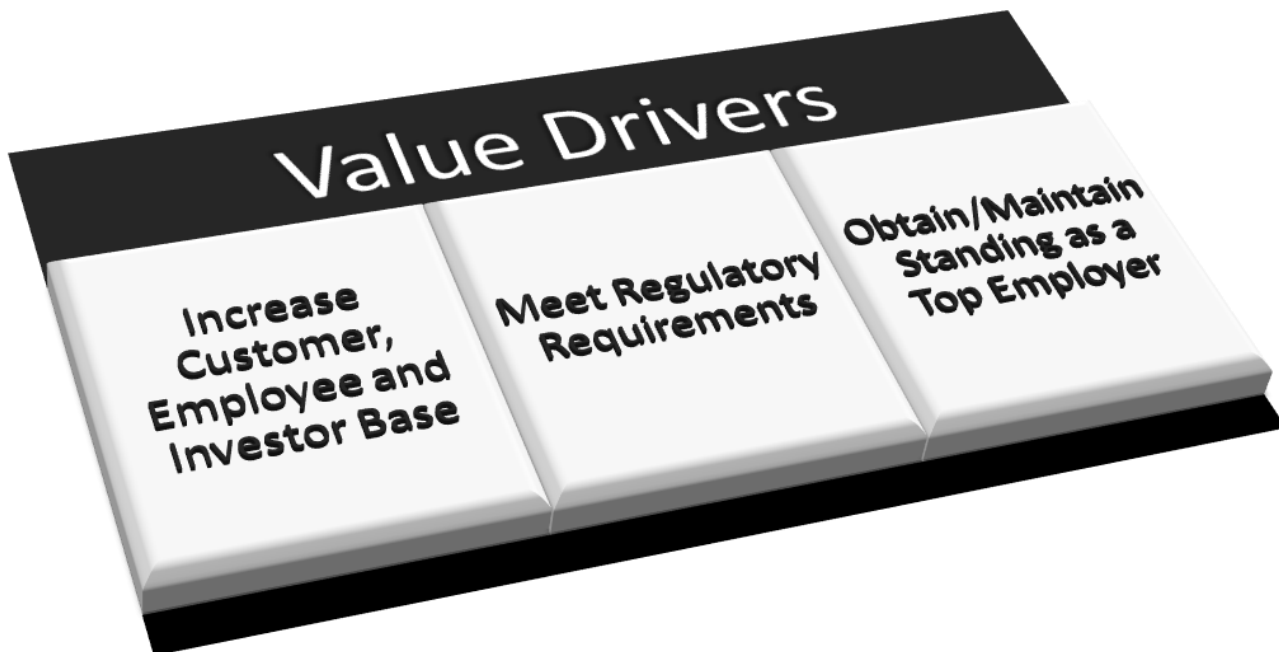
For more complex documents we encourage you to contact us during the planning phase of your document. We can provide guidance on how to structure your document to minimize the costs of conversion for accessibility purposes.

One simple, cost effective step allows your documents to be heard by everyone, comply with regulations and enhance your reputation as a socially responsible organization.



# YOUR VALUE PROPOSITION

The growing segment of the market who is experiencing vision loss provides your organization with tangible growth opportunities



Accessible communication creates an opportunity to reach previously unexplored market segments, enabling the potential for increased revenues, hiring opportunities and investor base.

Furthermore, by choosing to use Accessibil-IT's services, your organization will meet the completeness and accurate requirements of the pending AODA legislation.

In addition, your organization stands to become or maintain its standing as a top tier employer or service provider.

By providing leadership through communications, your organization demonstrates to those individuals experiencing vision loss that equitable opportunity is something that you believe in and stand behind every day.





**HELPING NEARLY ONE MILLION CANADIANS SEE YOUR DOCUMENTS**

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