



# Accessibil-IT Inc. Overview

## Document Accessibility Market Assessment

### Blind and visually impaired community

- Currently, almost 1 million people are blind in Canada and the aging population is leading to an increasing number of people having poor vision. These factors are driving the demand for visual assistance
- Blind and visually impaired individuals have become more aggressive with exercising their rights, suing large banks and governments when they aren't able to get what they require

### Corporate environment

- Corporate social responsibility is topical in corporate boardrooms; where the value of reaching all possible markets, building reputations and averting reputation crisis' is recognized
- Increasing number of websites are accessible, however document accessibility is not as pervasive due to confusion over potential solutions

### Government legislation

- Governments globally including Canada, the United States, the European Union, Japan, Thailand, and Australia are instituting accessibility requirements and standards. In addition, the United Nations has now made accessibility an inalienable right around the world.
- The Ontario government introduced the Accessibility for Ontario Disabilities Act (AODA) in 2005. The standard for accessible documents, Accessible Information and Communications Requirements, has been drafted and is in the final stages of public comment.

*“Research indicates that 30% of blind people’s time online is wasted by access issues”*

Source: What Frustrates Screen Reader Users on the Web: A Study of 100 Blind Users, Towson University



## Why Accessible PDF?

Content providers and document authors have faced a challenge when asked to provide an end user with an “accessible format” of their content. Historically, content providers have been asked to provide plain text files, .DOC and HTML versions, audio versions and Braille.

Although each version has its individual merits, the reason many accessible technology users requested different formats was due to the inaccessibility of posted PDF documents, which forced users to settle for any version that would provide access to raw content.

There are two main drawbacks of these individual versions: cost and inflexibility. When an organization is required to source and supply separate versions of the same document to address individual physical or intellectual disabilities, the cost associated with each version adds incrementally to the production and distribution costs.

The inflexibility of unique accessible versions of a document can lead to loss of branding, loss of message, interpretation errors, and the lack of cross-usability between different audiences.

**A PDF created in conjunction with Accessibil-IT provides content providers and authors with an accessible platform. This accessible platform approach allows organizations to provide a single document to any user of any sight ability.**

*“I have gone from believing that PDF was the least accessible format to advocating screen reader users shouldn’t settle for anything less than a fully accessible PDF.”*

Geof Collis, screen reader user



## **Why Accessibil-IT?**

**You need an efficient and cost effective solution to enable people with vision loss or blindness to have access to your communications. Accessibil-IT provides the solution that meets these goals.**

Accessibil-IT ensures that your content can be accessed and navigated by the leading adaptive technologies as well as be easily exported into other formats. This means one document can be leveraged to accommodate the wide range of choices that are available to end users to access content.

Accessibil-IT has a fundamental philosophy to offer clients fair pricing. This is achieved in part through the management approach to the Accessibil-IT Conversion Team which is resourced dynamically to meet the unique needs of each client. By minimizing the costing structure, Accessibil-IT ensures fair pricing that meets your deadlines.

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.

**ONE MESSAGE – TOTAL REACH™**



## Where Does Accessibil-IT Fit In Your Process?

**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.

### STEP: 1

Receive your Document(s)

### STEP: 2

Insert an invisible layer of instructions to guide adaptive technologies intuitively through the content of your document

### STEP: 3

Insert descriptive text of graphics, images and charts to allow non-sighted users to experience the visual elements of your document

### STEP: 4

Return your document with accessibility enhancements without any changes to the look and feel of your original document



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

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