The Importance of Accessibility

> "The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect."

Tim Berners-Lee, W3C
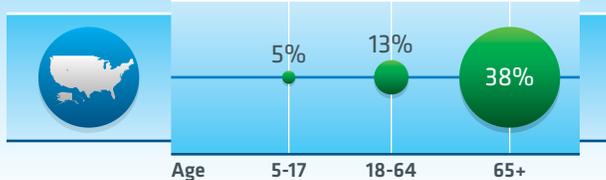Director and inventor of the World Wide Web.

Over a billion people, about 15% of the world's population, have some form of disability.

Source: World Health Organization

Over 13.2 million people in the United States are living with a disability

Disability per Age Group

Age	5-17	18-64	65+
	5%	13%	38%

What makes a desktop website accessible ▼

1. Websites navigable using the keyboard
2. Text only version of the website content
3. Feature to change the font size and colors

1. Mobile sites built following the accessibility guidelines (i.e. WCAG2, Section 508)
2. Tests performed with screen readers connected to mobile devices

What makes a mobile site accessible ►

Usablenet

EXPERIENCE: ACCESSIBILITY

USABLENET

Usablenet is the leader in mobile and multichannel technology as well as in assistive solutions. Since our founding 12+ years ago, we have grown into a successful business with 250+ employees in four offices and supporting more than 400 clients. As the pioneer in usability and web accessibility, our proven technology platform helps companies create and deliver high-performing mobile sites and unique experiences across all channels. We have successfully launched over 500 projects globally across all industries and have built end-to-end traditions to support our clients. Our strategic partnership approach and commitment to delivering results in mobile and multi-channel drive our continued growth and success. In early 2013, Usablenet was selected by Forbes as one of "America's Most Promising Companies". We are also proud to have been named one of the top 10 Most Innovative companies in mobile by Fast Company Magazine, and recognized in Crain's NY Fast 50 and the Inc. 5000 Top US Tech Companies in 2012.

Compliance Requirements

21st Century Communications and Video Act
Compliance Deadline is October 8th 2013

- Mobile Browsers have to be accessible to blind or visually impaired people and guarantee effective interaction between browsers and screen readers operating over a mobile platform.
- Mobile services have to incorporate accessibility features deep within their most complex offerings.

Section 508 of the Rehabilitation Act

- Software Applications and Operating Systems have to be accessible, e.g. keyboard navigation supplied by a web browser.
- Web-based Intranet, Internet information and applications have to assure accessibility to web content. E.g. text description for any visuals so users who need assistive technology can access the content (i.e. screen readers and refreshable Braille displays).
- Telecommunications Products, such as cell phones or voice mail systems, need to address technology compatibility with hearing aids, assistive listening devices, and telecommunications devices for the deaf.
- Videos or Multimedia Products have to include requirements for captioning and audio description of multimedia products such as training or multimedia productions.
- Self-Contained, Closed Products (products where end-users cannot typically add or connect their own assistive technologies, such as information kiosks, copiers, and fax machines) require access features to be built into their systems.
- Desktop and Portable Computers must be built as accessible products, with features related to standardized ports, and mechanically operated controls such as keyboards and touch screens.

USABLENET ASSISTIVE – FOR DESKTOP

Usablenet Assistive is an end-to-end web accessibility platform designed to help companies to immediately improve web accessibility for people with disabilities, including users of assistive technologies, such as visually impaired people who use screen-reading devices.

Usablenet Assistive creates a dynamically generated, text-only and accessible view of a company's web site that always reflects the most up-to-date content. It is a fully managed service that requires no client technical or web development resources to be implemented. Assistive conforms to accessibility standards such as ADA, Section 508, W2CAG.

Currently, Usablenet Assistive helps many organizations and companies to improve web accessibility and support for people with disabilities. Clients of Usablenet Assistive include Amtrak, Delta Air Lines, Hilton Hotels, the British Council, the University Georgia, University of Virginia, City of New York and City of Miami.

MOBILE WEB ACCESSIBILITY ON iPHONE

Usablenet recognizes that mobile technologies can provide benefits to persons with disabilities and aging adults with visibility issues, in order to support them to live independently, work competitively and fully participate in society.
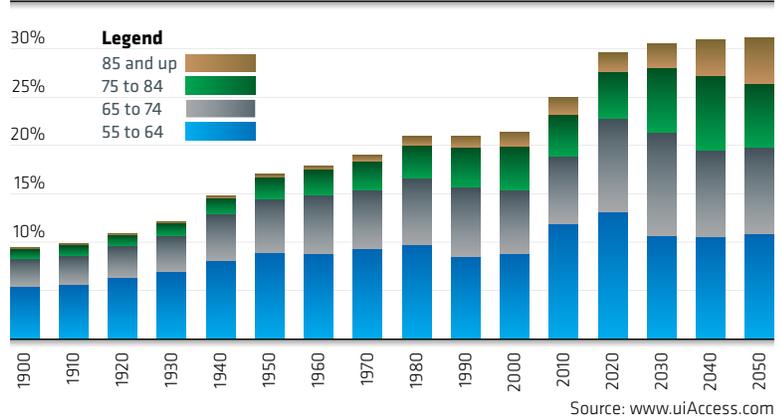
To improve Mobile Web Accessibility on iPhone, Usablenet performs practical browser tests based on screen readers connected to iPhone, in alignment with the requirements of Section 508 and WCAG2 guidelines.

Usablenet currently provides Mobile Web Accessibility on iPhone for the UK's Virgin Money Giving.
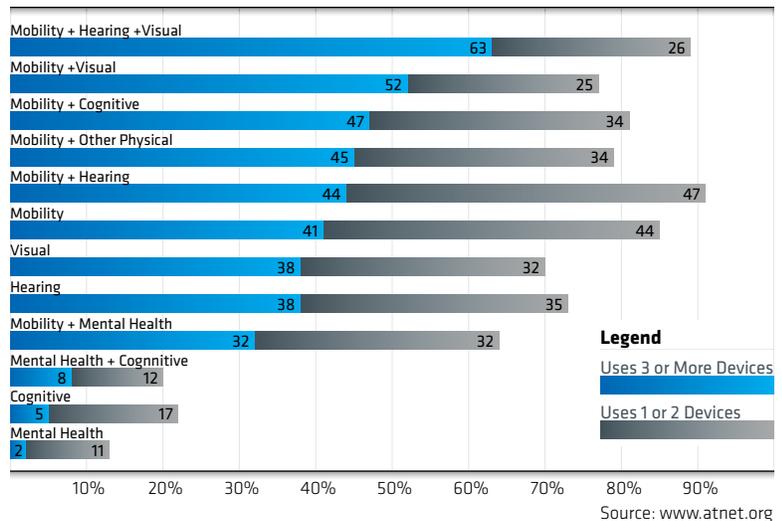
USABLENET CAN HELP YOUR COMPANY BECOME COMPLIANT

For more information on how our Assistive products can ensure compliance ahead of the 2013 deadline, please email: ask@usablenet.com

GROWING AGING POPULATION CORRELATES WITH INCREASE IN PEOPLE WITH VISION AND HEARING PROBLEMS

Legend
- 85 and up
- 75 to 84
- 65 to 74
- 55 to 64

Source: www.uiAccess.com

ASSISTIVE TECHNOLOGY USAGE

Category	Uses 3 or More Devices	Uses 1 or 2 Devices
Mobility + Hearing + Visual	63	26
Mobility + Visual	52	25
Mobility + Cognitive	47	34
Mobility + Other Physical	45	34
Mobility + Hearing	44	47
Mobility	41	44
Visual	38	32
Hearing	38	35
Mobility + Mental Health	32	32
Mental Health + Cognnitive	8	12
Cognitive	5	17
Mental Health	2	11

Legend
- Uses 3 or More Devices
- Uses 1 or 2 Devices

Source: www.atnet.org

Assistive Compliance Timelines

21st Century Communications and Video Act

➥ In order to make new online opportunities available to people with disabilities and to encourage the development of software and technologies to help make this happen, the 21st Century Communications and Video Act requires companies to ensure access to mobile browsers to people who are blind or visually impaired. It also highlights the importance of having effective interaction between browsers and screen readers operating on a mobile platform. The deadline to conform to this legal requirement is **October 8th, 2013**.

Section 508 of the Rehabilitation Act

➥ It requires Federal agencies to make their electronic and information technology available to disabled citizens. On January 24th, 2013 the Obama Administration published a memorandum from the Office of Management and Budget (OMB) containing the Strategic Plan for Improving Management of Section 508. By **June 29th, 2013**, the agency Chief Information Officers (CIO) will develop a plan for completing an agency baseline assessment of the Section 508 program. By **December 30, 2013**, agencies will complete their assessment and share the information with the CIO Council Accessibility Committee. Starting between April 1 and June 30th 2014 agencies will share progress with OMB.