LIA project: Libri Italiani Accessibili

Giuseppe Gramazio
The main objective of LIA is to make accessibility a mainstream, that is:

- Put the blind and visually impaired people in the same conditions as the people without problems:
  - Same books
  - Same formats
  - Same time
  - Same distribution channels
  - Same information
  - Same reading tools that publishers

- Ensure the production of accessible versions with:
  - The same production process of traditional ebooks
  - The same metadating standards
  - The same products distribution process and information throughout the supply chain
The preliminary choices

- Blind and visually impaired readers target
- Provide initial 3,000 titles of fiction and non-fiction Italian books;
- Use standard production (EPUB) and cataloging (ONIX for Books)
- Develop a production model which allows to publish books available since the first publication
- Study model for cataloging and distribution capable of integrating as much as possible with the digital publishing value chain

LIA has involved all stakeholders in Editorial supply chain, both potential users
Publishers and publishing brands

- **Iperborea**

- **Mondadori group:**
  - Edizioni Mondadori
  - Einaudi
  - Sperling & Kupfer
  - Frassinelli
  - Piemme

- **Giunti group:**
  - Giunti
  - Giunti Editore
  - Giunti Junior
  - Demetra

- **Sonda editions**

- **RCS group:**
  - Rizzoli
  - Bur
  - Bompiani
  - Marsilio
  - Adelphi
  - Fabbri Editore

- **Minimum Fax**

- **Il Mulino**

- **GeMS:**
  - Bollati Boringhieri
  - Casa Editrice Nord
  - Chiarelettere
  - Corbaccio
  - Garzanti Libri
  - Guanda
  - Longanesi
  - Ponte alle Grazie
  - Salani
  - TEA
  - Tre60
  - Vallardi
  - Nord Sud

- **Laterza publishers**

- **Zanichelli publisher**

- **Rubbettino**

- **Publishing e/o**
Experience is NOT only technology

CEFRIEL has been involved in the development of accessible web experience for users with disabilities
Italy and digital continuity

Italy Smartphone Circulation (million units)

<table>
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<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<tr>
<td>Units</td>
<td>17.4</td>
<td>25</td>
<td>32.5</td>
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Italia Tablet Circulation (Milioni di unità)

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<th>Year</th>
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<th>2011</th>
<th>2012</th>
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<td>0.48</td>
<td>1.35</td>
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1/3 of US and Europe projected to own a tablet by 2016

Source: Forrester Research – March, 5 2012

Source: Assinform, Osservatorio Politecnico, DigiTimes, Netconsulting, comScore
According to a recent survey conducted by the University of Milan Bicocca for the Union of the Blind and Visually Impaired and AIE, blind and visually impaired people read an average of 9 books a year (3 times more than the average)
Our time online is spread between 4 primary media devices.

- **Smartphone**: 17 Minutes
- **Tablet**: 30 Minutes
- **PC/Laptop**: 39 Minutes
- **TV**: 43 Minutes

Avg. time spent per interaction
LIA app catalog

- Adherence to national standards of accessibility: Stanca act
- Adherence to international standards
- Usable interface
- User centered design
- WEB development (HTML strict 1.0)
- Cross-platform platform
- TTS support

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Contacts

www. progettolia.it
segreteria@progettolia.it
giuseppe.gramazio@cefriel.com