

G3ict Global Forum

Identifying Core Areas of Opportunity to Foster Greater ICT Accessibility

March 2007



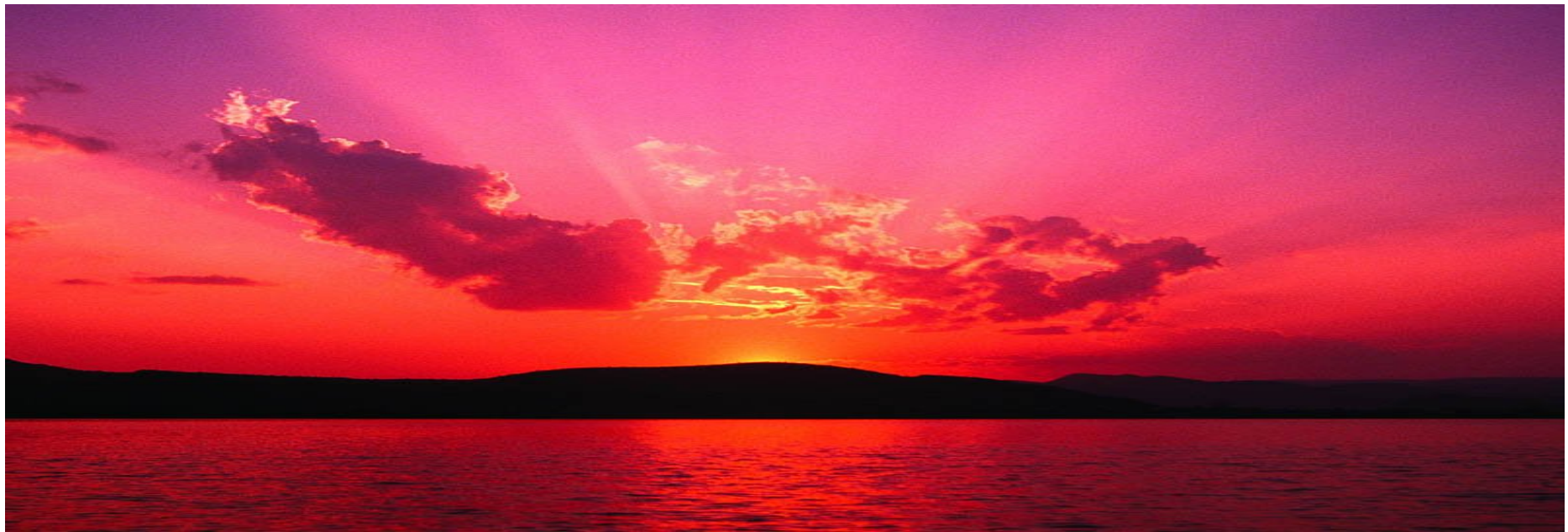
“Accessibility provides the opportunity to disrupt your competitors, capture new markets and achieve remarkable ROI.”

Mike Paciello



Outline

- ICT/AT Futures
- Issues
- Alliance Strategies
 - Government as a Catalyst
 - Industry Support
 - Alliance – Collaboration - Trust



- **Voice I/O**
- **Real time captioning via voice recognition**
- **Open Source AT**
- **Third Wave Accessibility**

Architecture:

- An infrastructure that is capable of running on cross-platform, multivendor systems.
- A layer of integration services that tie the multivendor systems together and include accessibility services including speech recognition, Access Keys/Properties, synthetic voice, and so on.
- A third level containing accessible applications and data.
- An accessible framework that acts a personalized interpreter to the individual, regardless of that person's abilities or language skills.

Requirements:

- Adoption/implementation of international, harmonized accessibility standards.
- A set of accessibility standard interfaces & services.
- Data stored in accessible format(s)





Issues & Perspectives

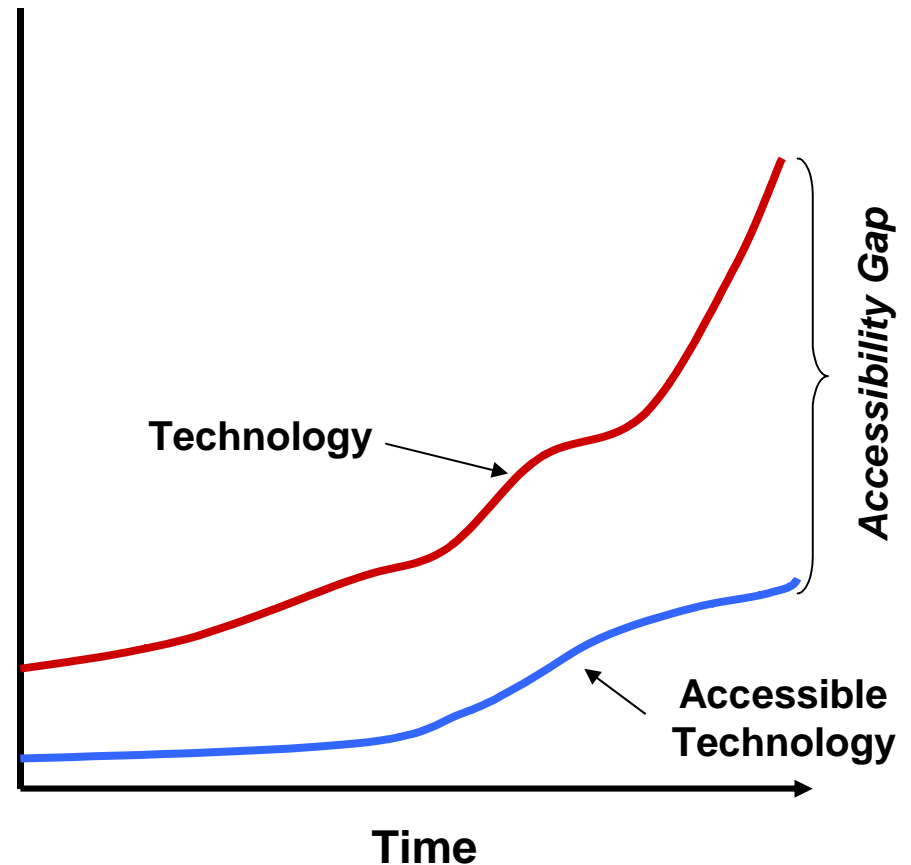
- Accessibility Gap
- Alliance & Collaboration

“Accessibility Gap”

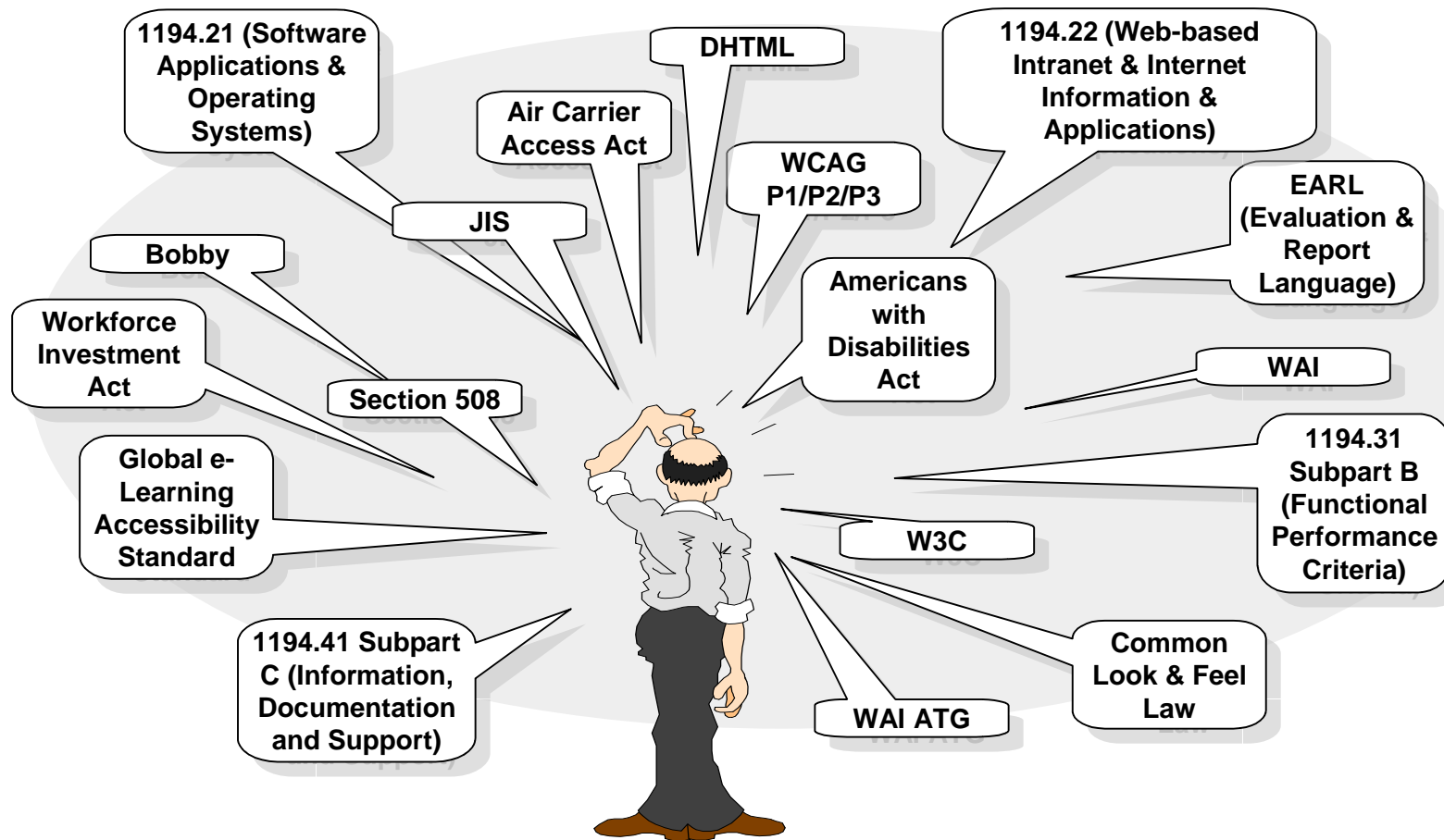
- Emerging technology grows at faster rates and more powerfully than personal assistive technology.
- Personal assistive technology adapts and reacts to emerging technology *after* the technology has reached broad usage.

Net Effect

- People with disabilities & older adults lack mainstream technology inclusion.
- The “Gap” is widening at an increasing pace leaving those with disabilities further behind the rest of online society.



Standards/Mandate Harmonization



There are numerous accessibility standards, technology & laws out there and it can get confusing.

Fear-Based “Incentives”

Are you accountable for your accessibility?



Industry Motivation: Value Proposition (eg., “Return on Business Investments”)

Expansion of your existing market

Growing Market (International, US)

Competitive advantage – 1st mover advantage

Stickiness/Loyalty of customer base

Large buying power

Improved profitability

Easier to replicate

Easier for everyone to use

Direct Cost Savings

- Decreases potential for high legal expenses
- Decreases cost of alternative format materials
- Decreases cost of translating
- Decreases personnel costs for maintaining the site
- Decreases site maintenance long term
- Decreases the need for creating multiple versions of a site for different devices

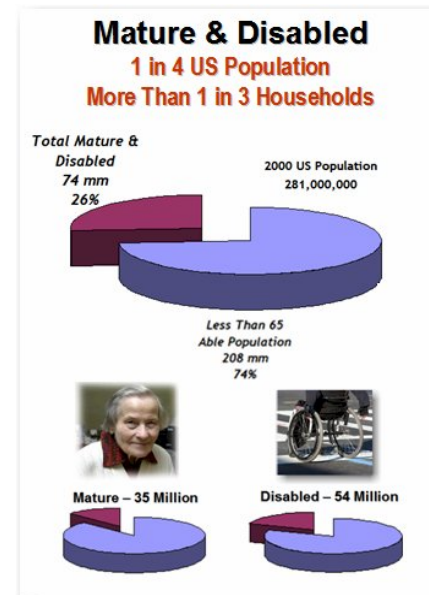
Financial Factors

- Increased Web Site Use
- Increases findability
- Increases potential use by more people, expands potential market share
- Increase in effectiveness
- Increases potential use in more situations
- Increases usability
- Increases positive image

Benefits People

With & Without Disabilities

- Access for Older People
- Access for People with Low Literacy and People Not Fluent in the Language
- Access for People with Low Bandwidth Connections to the Internet, and Older Technologies
- Access for New and Infrequent Web Users



Accessibility can be Profitable.



Alliance Strategies

- Government
- Alliance & Collaboration

TEITAC

- Telecommunications and Electronic and Information Technology Advisory Committee
- Federal advisory committee chartered to enhance the current versions of Section 255 (Telecommunications Act) and Section 508 (Rehabilitation Act)
- 42 members representing Gov't (Fed/State), Industry, Disability Communities
- International Representation (Canada, EU, Japan, Australia)





Individuals with Disabilities



Global Initiatives

Collaboration



Business



Government/Standards

Great things, performed in great ways, for great people...