

Making analogue **Information digitally accessible**

ITU Accessible Europe: ICT for All
Vienna, Dec 20, 2018



UN Convention on the Rights of Persons with Disabilities

includes

The provision of **accessible information** on
all products, services and facilities



European Accessibility Act

Example: **User manual**

The information on the use of the product provided **on/with the product** itself ...

... must be available by **more than one sensory channel**

... must be **understandable**

... must be **perceivable**

... shall have an **adequate size of fonts** in foreseeable conditions of use





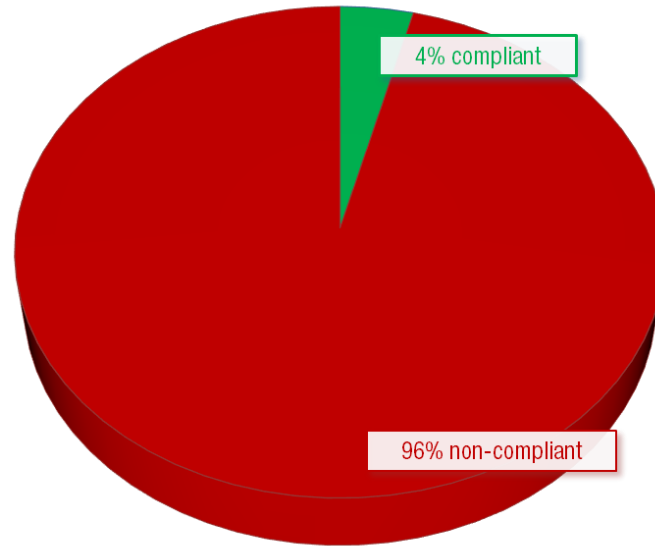
European Accessibility Act

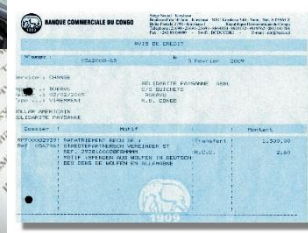
applicable only to following products and services:

- Computers and OS's
- Smartphones
- TV equipment related to digital television services
- Telephony services and related equipment
- Audiovisual media services and related consumer equipment
- Websites



Is all **information accessible** today?





Auf nach Brüssel

Jury überzeugt | Erlauf darf Audio-Guide-Projekt „Speech Code“ bei „Destinations for All“-Weltkongress 2018 international präsentieren.

Van Denste Schwaiger

ERLUF | Seit zwei Jahren können internationale Erlauf via Smartphone erkunden. Dazu mittels Audio „Speech Code“, völlig barrierefrei und individuell. An insgesamt sieben Stationen im Gemeindegebiet gibt es interessante Ausblicke auf die Geschichte Erlauf – auf Deutsch und Englisch – zu hören. Ein dieses spezielle Angebot auszuweiten, um auch die Möglichkeit, den Erlauf in der Kategorie „Barrierefrei“ zu erleben, zu ermöglichen.



Der „Speech Code“ hat sich im Erlauf etabliert. VP-Geschäftsführer Franz Joseph, er, Brigitte Kellermann, Rüdiger Schulz, Michael Schwaiger und Van Denste Schwaiger (v.l.) präsentieren das Projekt.

Beispiel ausgewählt. Im Oktober werden also Erlauf beim Kongress unter dem Thema „Kleine Orte – kleine Budgets“ den „Speech Code“ vor internationalen Publikum vorstellen. „Das Projekt ist natürlich ein Beispiel, aber es gibt

noch weitere die Möglichkeit, ein ähnliches Projekt vor einem internationalen Publikum zu präsentieren, das Ort und seine Geschichte zu machen“, stellt der für das Projekt zuständige VP-Geschäftsführer Michael Schwaiger.





Analogue vs. Digital environment

Analogue		Digital	
Information on products		Websites *	 
Manuals and leaflets		Emails **	 
Safety information and signs		Digital documents **	 
Orientation systems and signage in buildings		Videos	 
Medical reports		OS's	 
Officiary announcements and ballot papers		Software ***	 
Bank statements and documents			
Contracts and forms		* less than 10% compliant	
Price lists, receipts and invoices		** only with suitable software	
Brochures and direct mailings		*** compliant only with voice output and recognition	
Tickets, Vouchers			
Info- and bill-boards			
Programmes and menus			
Newspapers, books, magazines, recipes			
Time tables			
Business cards			

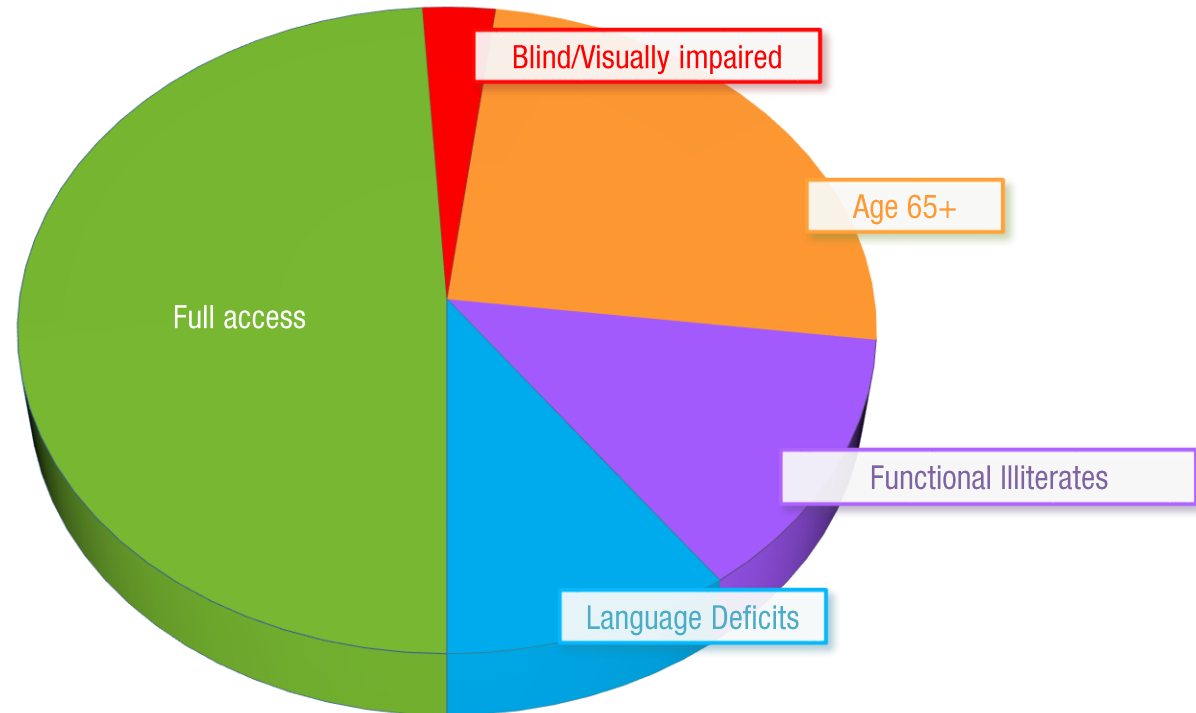


Can you read font size 4?





Only about 50% of the EU population has full access to written/printed information!



Source: EUROSTAT



Benefits of 2 sensory channels **See and Hear**

Easily accessible for ...

- ... elderly people **65+**
- ... **functional illiterates**
- ... people with **language deficits**
- ... **blind and visually impaired** people
- ... people with **cognitive impairments or dyslexia**





Analogue vs. Digital environment - **TODAY**

Analogue		Digital	
Information on products		Websites *	 
Manuals and leaflets		Emails **	 
Safety information and signs		Digital documents **	 
Orientation systems and signage in buildings		Videos	 
Medical reports		OS's	 
Officiary announcements and ballot papers		Software ***	 
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Info- and bill-boards			
Programmes and menus			
Newspapers, books, magazines, recipes			
Time tables			
Business cards			



Analog vs. Digital environment - TOMORROW

Analog			Digital		
Information on products			Websites *		
Manuals and leaflets			Emails **		
Safety information and signs			Digital documents **		
Orientation systems and signage in buildings			Videos		
Medical reports			OS's		
Officiary announcements and ballot papers			Software ***		
Bank statements and documents					
Contracts and forms			* less than 10% compliant		
Price lists and invoices			** only with suitable software		
Brochures and direct mailings			*** compliant only with voice output and recognition		
Tickets, Vouchers					
Info- and bill-boards					
Programmes and menus					
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Business cards					



But, how?

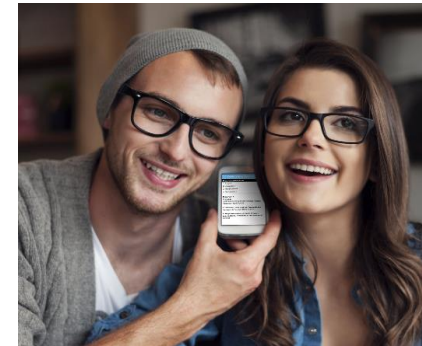
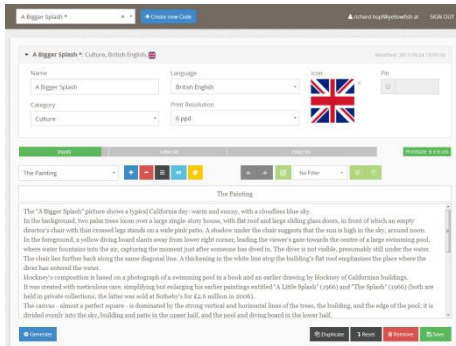
Warning:

The following slides
may contain
product placement.



SpeechCode - the smart audio information system.

Easy to generate, easy to access.



1. **Enter** your text and **structure** the content
2. **Mount/print** the code and **scan** with the free app
3. Enjoy the content by **reading and/or listening**



SpeechCode audio format **for mass production :**

- physically **on the product** - printable
- **no changes** in production processes
- **no recycling issues**
- **small size**
- **no need** for any additional infrastructure
- usable **without regulatory issues**
- **globally scalable**
- **full data safety & privacy**
- **compliant** with Accessibility Regulations
- **low costs** per unit
- Available **now**







UN Convention on the Rights of Persons with Disabilities

- ✓ Provision of **accessible information** on all products, services and facilities



SpeechCode

Information for All