

ACCESSIBILITY EXPERTISE



In this age of advancing technologies, reaching the widest possible audience is a top priority, and catering to people with disabilities poses a rare opportunity that has not been adequately addressed. This avenue not only benefits individuals but also brings into effect the interests of society at large.

Quick Facts*



**1.3 billion worldwide and
57 million in the US are
living with disabilities**



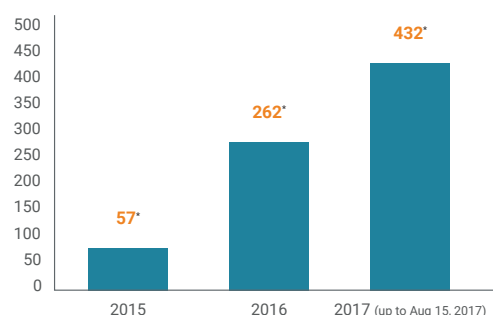
**\$6.9 trillion globally
\$3.9 trillion in the United States
is the estimated disposable
income of consumers with
disabilities**

*Source: Return on Disability 2016 report

Noncompliance is no longer an option

In both the United States and Europe, governments are mandating change and starting to enforce compliance with accessibility regulations like ADA, WCAG 2.1 and Section 508. Accessibility needs to be addressed in the near term as you run the risk of facing lawsuits and negative brand impact. Lawsuits are steadily on the rise.

Lawsuits increased sevenfold in 2017 over 2015



*There are at least this many lawsuits

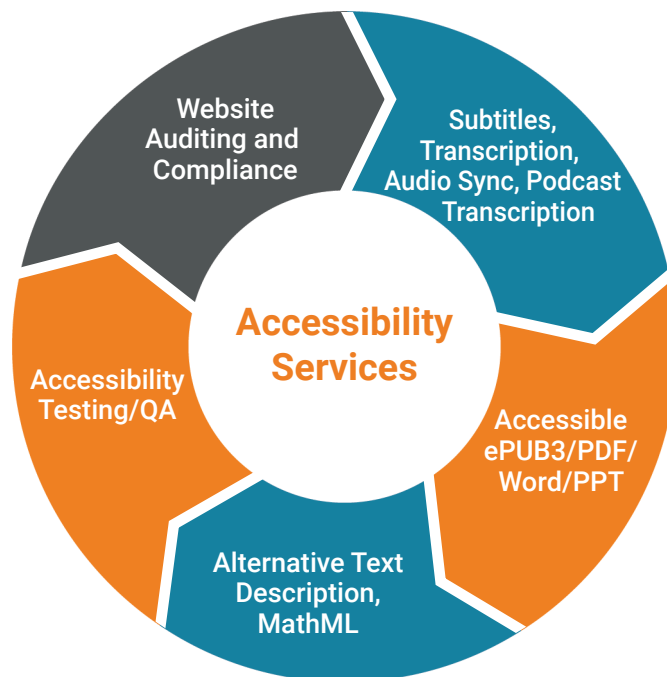
Graphic source: Seyfarth Shaw

Amnet and Accessibility

Amnet is committed to addressing accessibility issues and standardizing content across all digital platforms and media for more inclusivity and wider reach. Amnet champions digital equality and provides expertise, implementation, scalability, and compliance with accessibility regulations like ADA, WCAG 2.1, and Section 508; all within your budget.

In a survey conducted by Amnet in **April 2018** among leading publishers in the US, **86.2%** expressed that accessibility is a high priority for their organization.

Amnet's Accessibility Services



Accessible EPUB3/PDF/Word/PPT

Amnet addresses the specific accessibility requirements that may be beyond publisher workflows. Some of the services provided are:

- ▶ Generating accessible metadata
- ▶ Ensuring logical reading order
- ▶ Semantic structuring
- ▶ Tagging tables
- ▶ Generating MathML
- ▶ Defining languages
- ▶ Making interactive content accessible
- ▶ Writing alt text descriptions
- ▶ Identifying decorative images
- ▶ Screen reader, target platform, and device accessibility testing
- ▶ Ensuring compliance with WCAG and IDPF accessibility guidelines

Alternative Text Descriptions

Adding alt text descriptions to nontext content is an important guideline within WCAG 2.0. Amnet's subject matter experts provide text alternatives for any nontext content so it can be changed into other formats, such as Braille, speech, and symbols.

MathML

MathML makes mathematical equations accessible to everyone by eliminating the ambiguity of a verbal description of a picture. We follow the International Digital Publishing Forum (IDPF) guidelines for MathML, which is the best approach in most cases for encoding math content.

Subtitles and Closed Captions

Subtitles are intended not just for those with auditory challenges but also for those who can hear but prefer to have the dialogue displayed. Every day 425 million people watch Facebook videos with the sound muted. Subtitles and comments hence play a vital role in communicating the purpose of these videos. (*Source: WordStream*).

Closed captions are an extension of subtitles and usually contain descriptions of important nondialogue audio, such as sound effects. Closed captioning can aid comprehension in a variety of ways by assisting with comprehension of accents, quickly spoken dialogue, or other linguistic barriers

Transcription/Audio Sync

It's imperative to include human translation and transcription for content accuracy of videos. Amnet transcribes audio and proofreads the transcribed text against the spoken audio syncing the audio and transcribed text at the word level. Amnet has an exclusive proprietary platform that is compatible with audio synchronization feature.

Podcast Transcription

We can help with the following services for podcast: Transcripts of content along with captions that play in sync with the podcast for hearing impaired audiences, audio descriptions of visual information for visually impaired audiences, translation services to subtitle your videos in a variety of languages.

Accessibility Metadata

The inclusion of accessibility metadata facilitates informed decisions about the usability of a digital publication. Consumers can review the qualities of the content and decide whether a publication is appropriate for their needs, regardless of whether it is certified as broadly accessible.

The accessibility metadata contains information such as access mode, accessibility features, accessibility hazards, accessibility controls, and accessibility application program interface.

Accessibility Testing

Accessibility Testing is a subset of Usability Testing and it is performed to ensure that the application being tested is usable by people with disabilities.

Accessibility testing includes a full accessibility check, read-aloud using Acrobat Reader, NVDA, JAWS; Section 508 and WCAG compliance; screen reader compatibility with NVDA, JAWS, VoiceOver; on-target platforms and devices; IDPF accessibility guidelines and WCAG compliance; and PAC accessibility checker.

Website Remediation

In website remediation, Amnet audits websites and provides comprehensive plans for making the site accessible to all.

Accessibility Resource Center

To accelerate our initiative of digital equality we have launched a not-for-profit Accessibility Resource Center (www.theaccessibilityresourcecenter.org).

Sign up to :

- ▶ Learn more about accessibility and how to make your content accessible
- ▶ Review the accessibility standards put forth by WCAG and IDPF
- ▶ Utilize free valuable “do it yourself” tools like EPUB3 to accessible EPUB3 conversion, and
- ▶ Stay abreast of the latest guidelines

Amnet at a Glance

Amnet is a leading provider of services and solutions, catering to the needs of businesses for content development, design, and accessibility.



Flexible
Resources



Years of
Service



ISO Certified



Clients



QMS



Languages

With deep insights, obsession with customer delight, and powered by technology, Amnet's offerings help publishers, brands, agencies, and organizations to acquire, produce, and deliver content in the most efficient way possible.



Publishing



Advertising/
Marketing



Retail



Corporate



NGOs, Nonprofits,
Government



India | US | EMEA