CRAWFORD TECHNOLOGIES

Automating Document Accessibility

Best Practices for Document Accessibility Automation

About Crawford Technologies

- Founded in 1995 - is now a global software and services solutions company
- Known and respected for robust, innovative and powerful solutions
- Primary markets are Print Service Providers, enterprises (financial, insurance, healthcare, telco/media/utilities) and government
- Over 1800 global customers
  - 7 out of the top 10 banks in NA
  - 17 out of 20 top insurance companies in NA
  - Very high customer rating

Deloitte.
Technology Fast 500™
2012

PROFIT
MAGAZINE
's Fastest Growing Companies '10, '11, '12, '13 & '14

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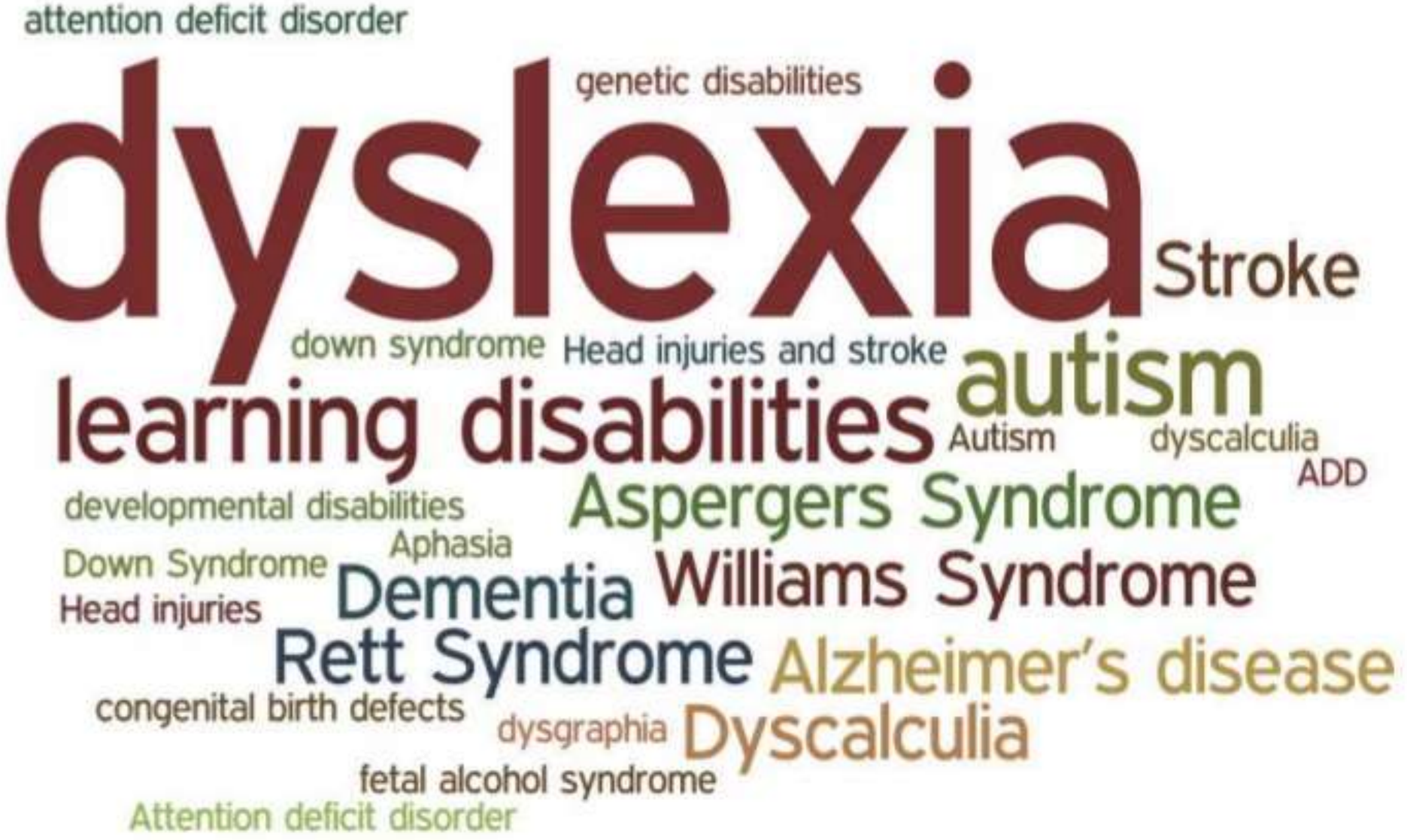
Barriers

BLINDNESS


attention deficit disorder
genetic disabilities
dyslexia
Stroke
down syndrome
Head injuries and stroke
autism
learning disabilities
Autism
dyscalculia
ADD
developmental disabilities
Aspergers Syndrome
Aphasia
Down Syndrome
Williams Syndrome
Dementia
Head injuries
Rett Syndrome
Alzheimer's disease
congenital birth defects
dysgraphia
Dyscalculia
fetal alcohol syndrome
Attention deficit disorder

NO
ENTRY

“Let me read it to you”.

Accessible Communications

- In the communications world, what does accessibility mean?
  - Document access
    - Electronically
    - Hard copy
  - Web access
  - Inclusive access to information without assistance

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FRAUD PREVENTION

What is required?

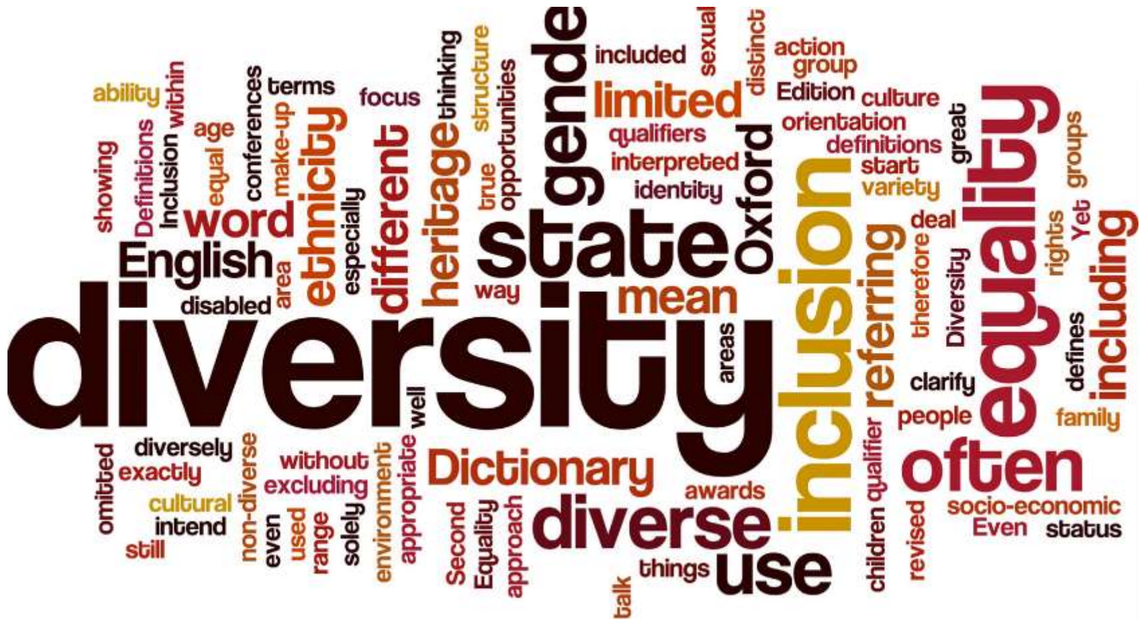
Organizations must provide reasonable accommodations

Accessible Documents

Access to low vision

Accessibility Solutions

- Goals
  - Be in compliance with evolving regulations on delivering accessible documents to blind, partially sighted and cognitively disabled individuals
  - Meet the needs and requests of a large and growing population
  - Automate the creation of accessible documents in all formats



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Document Accessibility

- Solutions:
  - High Volume Transforms for print ready files to Accessible PDF or HTML5 Accessible
  - Auto Tagging Solutions for Published and Office documents
  - Cloud eCommerce site for on-demand remediation
  - Document Accessibility Services for traditional alternate formats
    - Braille, Large Font, eText, Audio and Accessible electronic formats

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Accessibility Express

- Input - systematically generated documents in in any printer ready format – remediation at hundreds to thousands of pages per second.

- Output:
  - Accessible PDF
  - WCAG 2.0 A/AA and PDF/UA
- MasterONE
  - Braille
  - Large Print
  - eText
  - Audio

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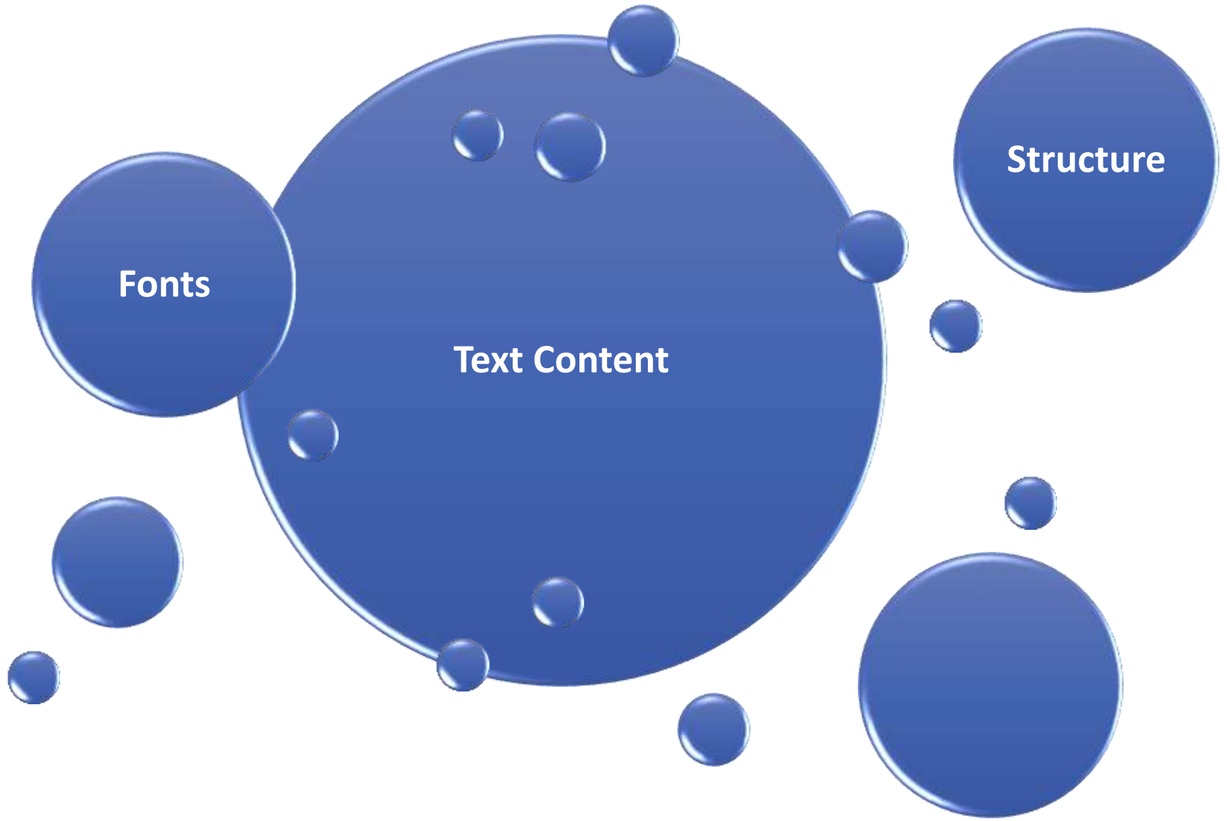
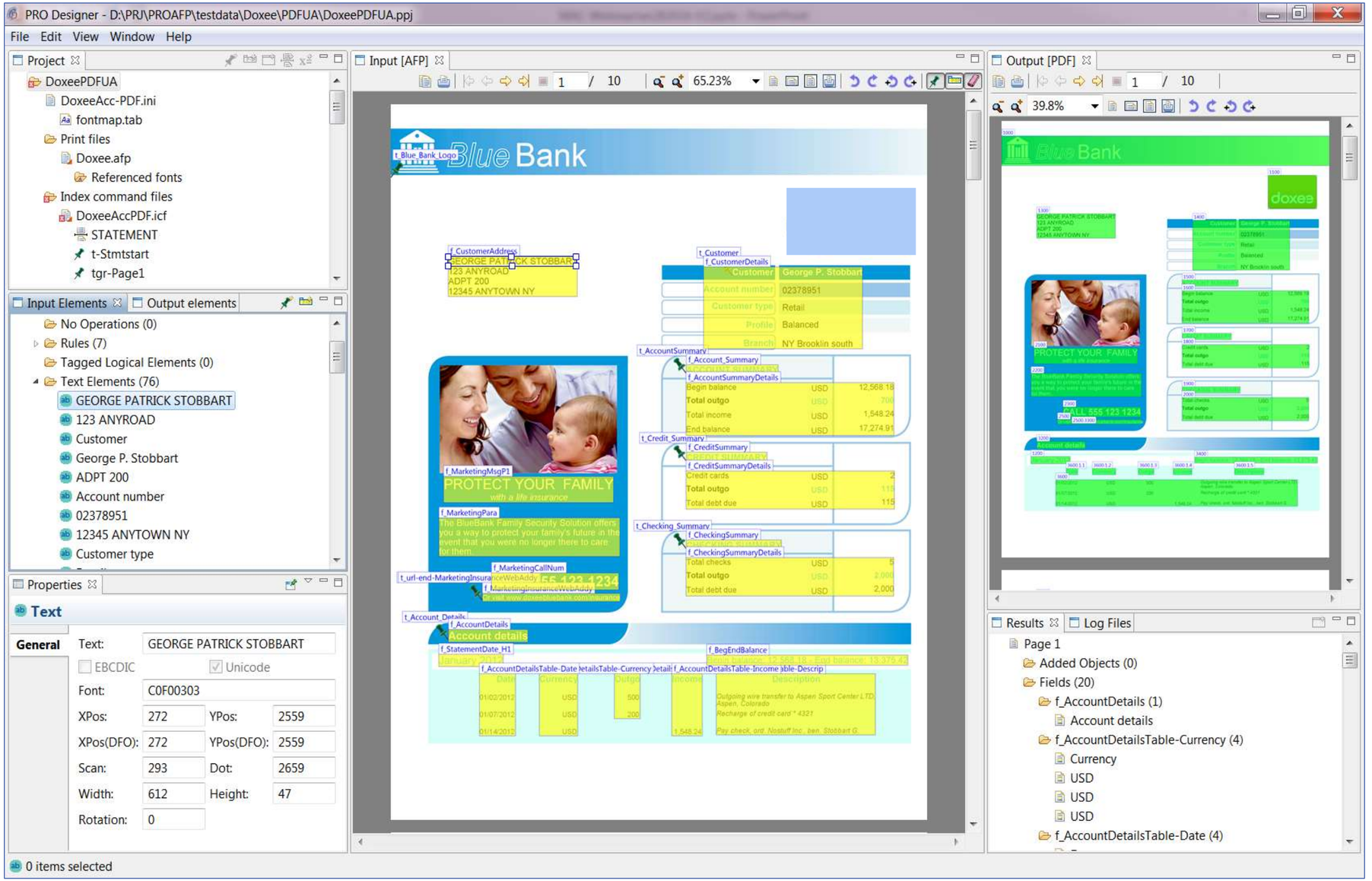
Print Ready Files (PDL)

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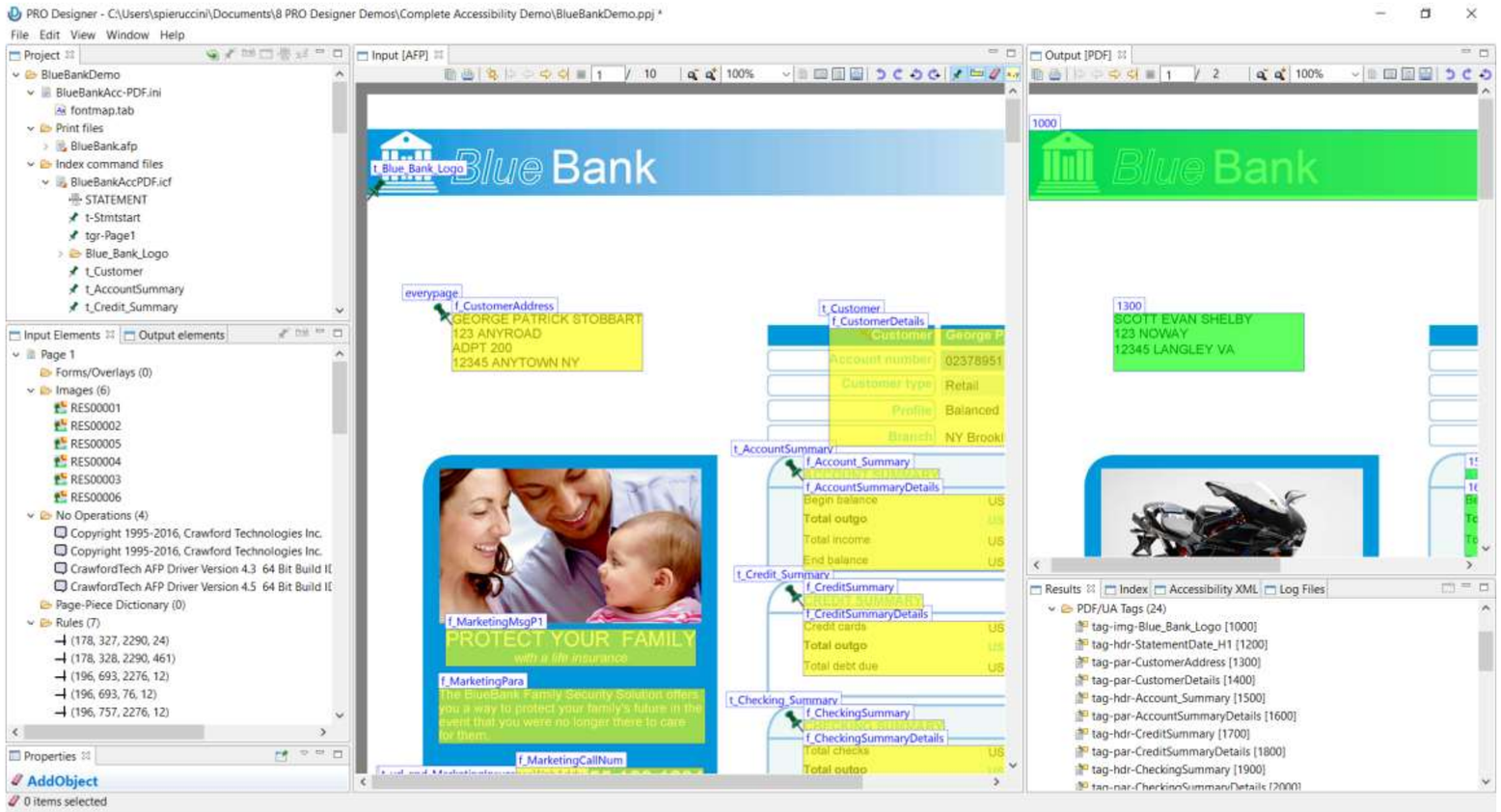
Project
DoxeePDFUA
DoxeeAcc-PDF.ini
fontmap.tab
Print files
Doxee.afp
Referenced fonts
Index command files
DoxeeAccPDF.icf
STATEMENT
t-Stmtstart
tgr-Page1
Input Elements
Output elements
No Operations (0)
Rules (7)
Tagged Logical Elements (0)
Text Elements (76)
GEORGE PATRICK STOBBART
123 ANYROAD
Customer
George P. Stobbart
ADPT 200
Account number
02378951
12345 ANYTOWN NY
Customer type
Properties
Text
General
Text: GEORGE PATRICK STOBBART
EBCDIC
Unicode
Font: C0F00303
XPos: 272
YPos: 2559
XPos(DFO): 272
YPos(DFO): 2559
Scan: 293
Dot: 2659
Width: 612
Height: 47
Rotation: 0
Input [AFP]
Blue Bank
PROTECT YOUR FAMILY
Account details
Output [PDF]
Results
Log Files
Page 1
Added Objects (0)
Fields (20)
f_AccountDetails (1)
Account details
f_AccountDetailsTable-Currency (4)
Currency
USD
USD
USD
f_AccountDetailsTable-Date (4)
0 items selected

Tagging documents for accessibility

Graphical user interface

Simplifies setup and configuration with no need for developer resources



Auto Tagger for Accessibility

- Completely automates the conversion of business & marketing documents to Accessible PDF or Accessible HTML5
  - Available as license or via www.accessiblitynow.com

AccessibilityNow

Auto Tagger for Accessibility

- **Completely automates converting unstructured documents to accessible PDF or HTML in real-time**
- **Eliminates the manual remediation**/tagging step by doing it automatically using intelligent algorithms
- **Cuts cost in half** for ad hoc usage
- **Reduces turnaround times from days to minutes**

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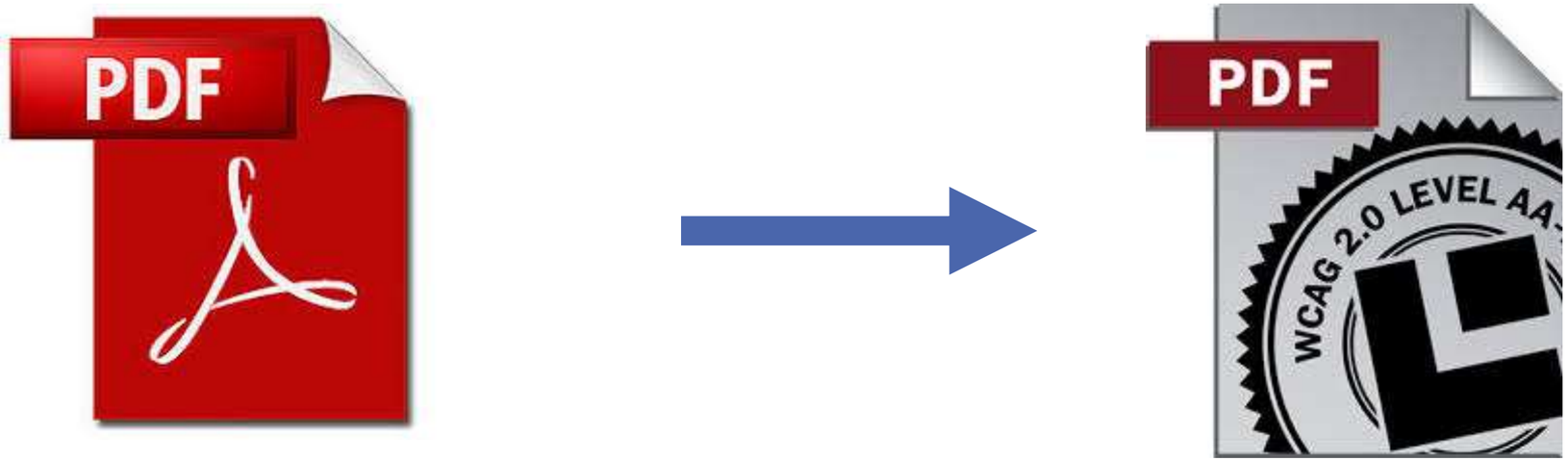
Auto Tagger for Accessibility



Scalability, time and cost savings

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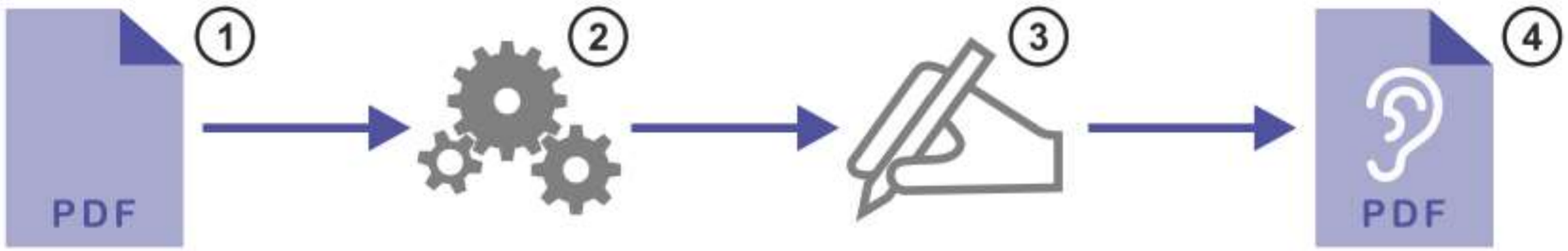
Auto Tagging – Server solution



Hundred of pages per second to Hundreds per minute

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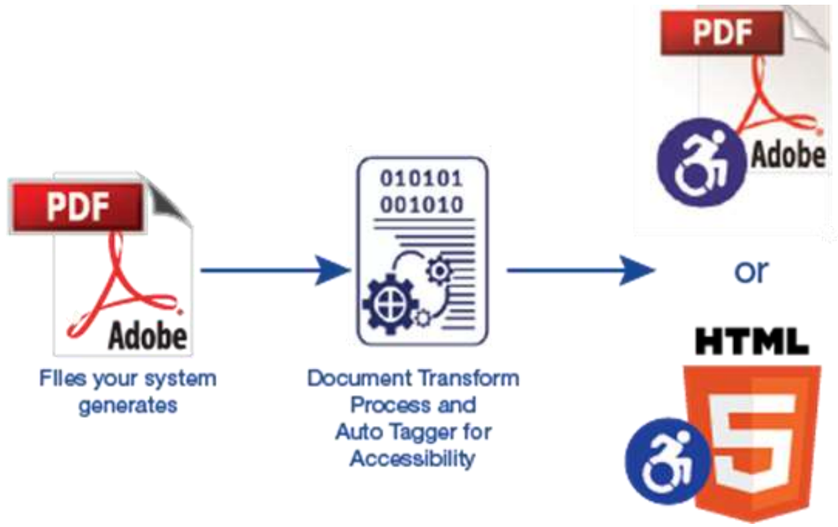
Auto Tagger for Accessibility – Server Solution

- Reduce training and become compliant
- Can be automated like a drop box
- Users can upload and pull from an outbox or routed



Crawford

Secure | https://accessibilitynow.com/crawford/#/home

About Events Support Contact Terms and Conditions

AccessibilityNow

1-833-ACS-NOW1 Sign Up LOGIN

The fastest and easiest way to achieve accessibility compliance!

Inclusion by design - Making documents accessible to all!

AccessibilityNow.com is a convenient and affordable e-commerce service for anyone to upload PDF files and receive back a properly formatted Accessible PDF document. Developed by Crawford Technologies Inc., a recognized leader in automated accessibility software and remediation services, the site leverages Auto Tagger for Accessibility, our ground-breaking software program that automatically tags PDF files.

Select your desired services, upload a PDF document, get an immediate quote, and receive an Accessible PDF document.

UPLOAD DOCUMENT

Services **Shopping Cart** **Review Orders** **FAQ**

1-833-ACS-NOW1 Sign Up LOGIN

Upload Documents

MajorPSPOptimizesPDFs-1.pdf 266.7KB | 2 pages

! DESCRIBE DOCUMENT

DELETE DOCUMENT

Drag and Drop to Upload

Services

Auto Tagger PDF

Real-time, automated tagging of input file to create accessible PDF output file

Price $5.00

ADDITIONAL PRICING

✓ SELECTED

Manual Quality Assurance

Add alt-text for graphics/images, adjust read order, verify and correct tags, and test with assistive devices

Price $2.50

ADDITIONAL PRICING

SELECT

Expedited Handling

If you need fast turnaround within 24 hours for files checked manually by our accessibility professionals, click here.

Price $1.50

ADDITIONAL PRICING

SELECT

e-Text
PDF
Adobe
HTML
Invoice for
John Doe
123 Main St.
Anytown, NY
12345
LARGE
PRINT

MasterONE Architecture

- A single setup for all accessible formats
- Saves time and expense
- Underlying architecture for all CrawfordTech accessibility solutions & services

CRAWFORD TECHNOLOGIES

The Right Solution for the Document

Transactional and Variable Content Customer Communications

- **Accessibility Express for Accessible PDF/HTML5**
  - **Built on MasterONE architecture**

Marketing Information/Brochures/ Flyers/ Whitepapers

- **Auto Tagger for Accessibility**

Publications/Books/Magazines/ Annual Reports

- **Auto Tagger for Accessibility**

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What does it do?

- Encodes transactional print streams and MS-Word documents content into a 2D barcode – 100% accuracy.
- Sets up read order (transaction)
- Carries up to 250,000 characters per barcode
- Applications are wide ranging – from Word Documents to bills, statements etc.
- Highly portable

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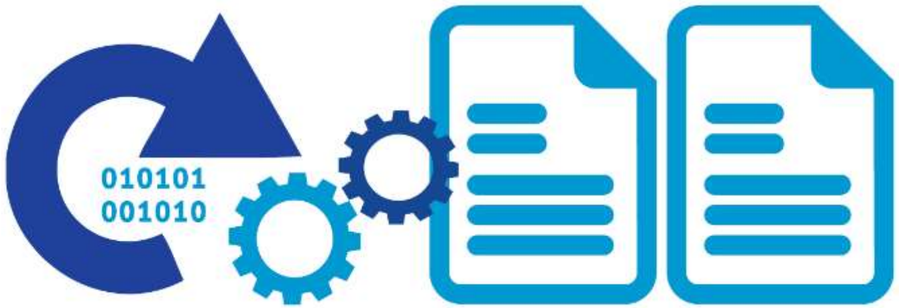
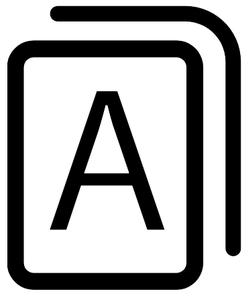
Document Accessibility Services

- Secure service bureau (PCI-DSS and SOC 2 compliant) for transcription and production of braille, large print, audio, e-text, Accessible HTMl5 and Accessible PDF in multiple languages





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Braille

- Contracted vs. uncontracted
- Contracted tends to be the default
- Need to determine which will be offered
- Providing both is recommended
- Electronic or hard copy

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Large Print

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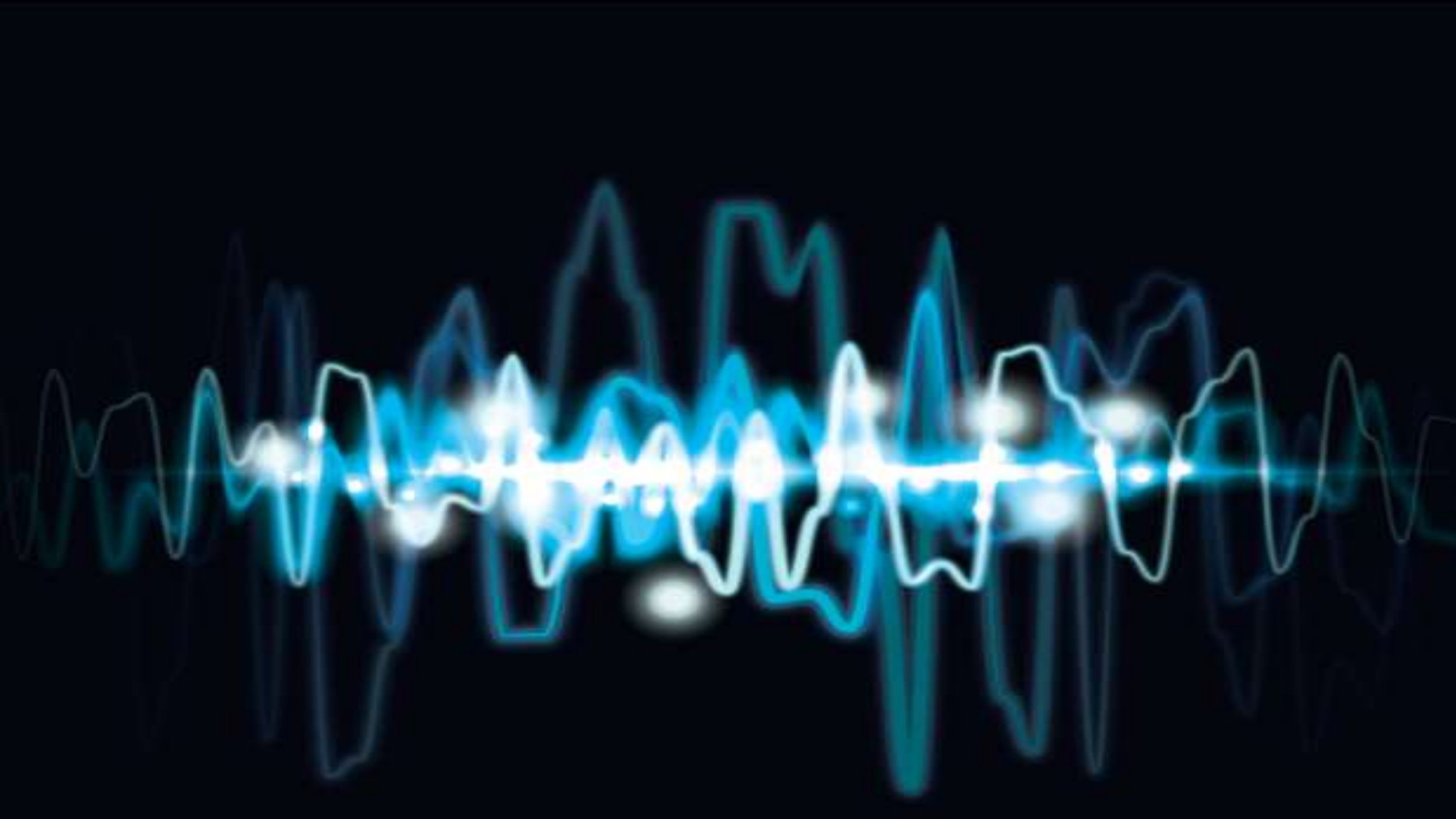
Large Print

- Most widely requested format
- Not just an increase in font size or photocopying enlargement
- It involves changes to font and formatting and content read order
- Using a photocopier to increase the size of the document just increases the size of the problem
- Information displayed in columns needs to be reformatted
- Blindness is a continuum and many are partially sighted and read large print
- It is also requested by seniors losing their vision



Audio

- Delivered on CD/Cassette/thumb drive or as MP3 / .WAV file
- Human or computer-generated voice
- Requested by people losing their vision
- Also requested by those with print-related disabilities such as dyslexia

sleeps, rested the
arm. have
of he
pull g, hear
sma ones
Cans nis
her
skin
soft
he'd
reflecti
to the
coo
thud
heavy,

E-Text

- Plain text delivered on CD
- Can be accessed using a screen reader (text-to-speech) and/or a refreshable braille display
- Client can choose how to access the information

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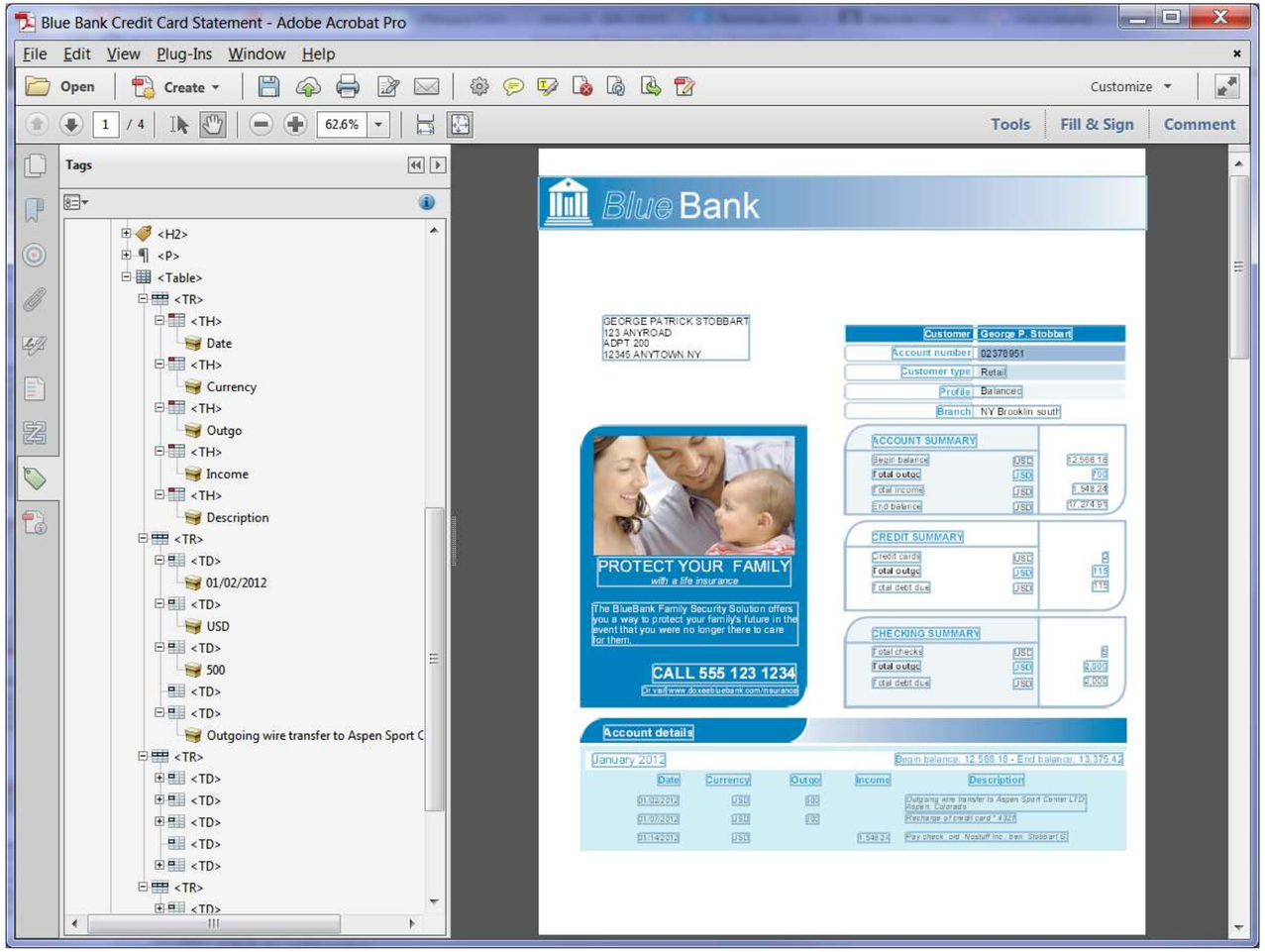
DAISY

ePUB

Accessible PDF



Voiceye Maker for Operations Express

- Automatically add unique 2D barcode to paper documents
  - Supports all standard print streams
  - Barcode is scanned on smart phone with free app
  - Converts barcode to audio file large text, applies contrast, translates document, or produces braille with attached braille keyboard

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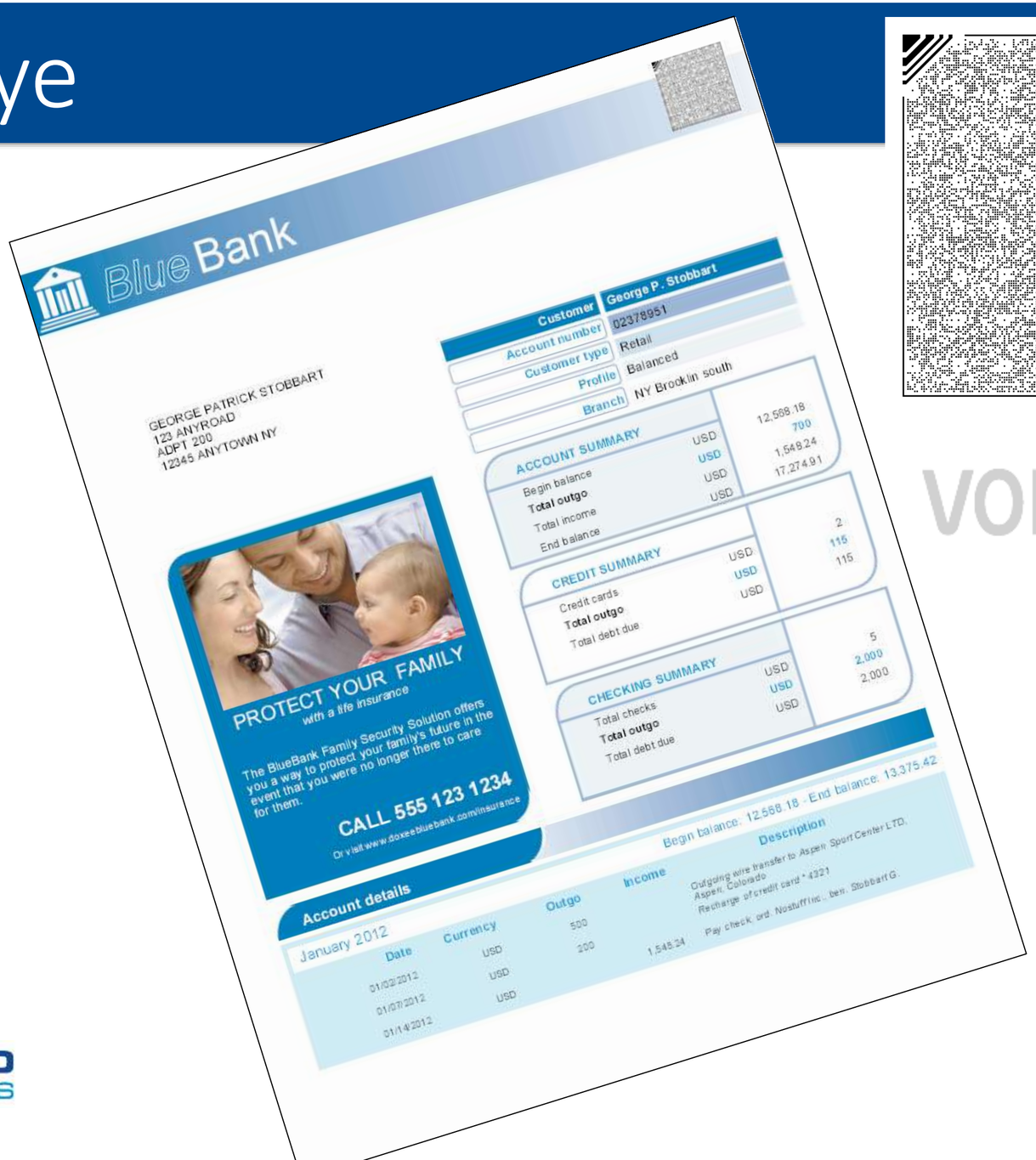
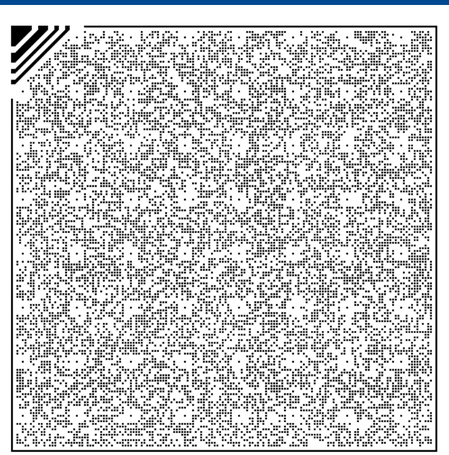
Voiceye





VOICEYE

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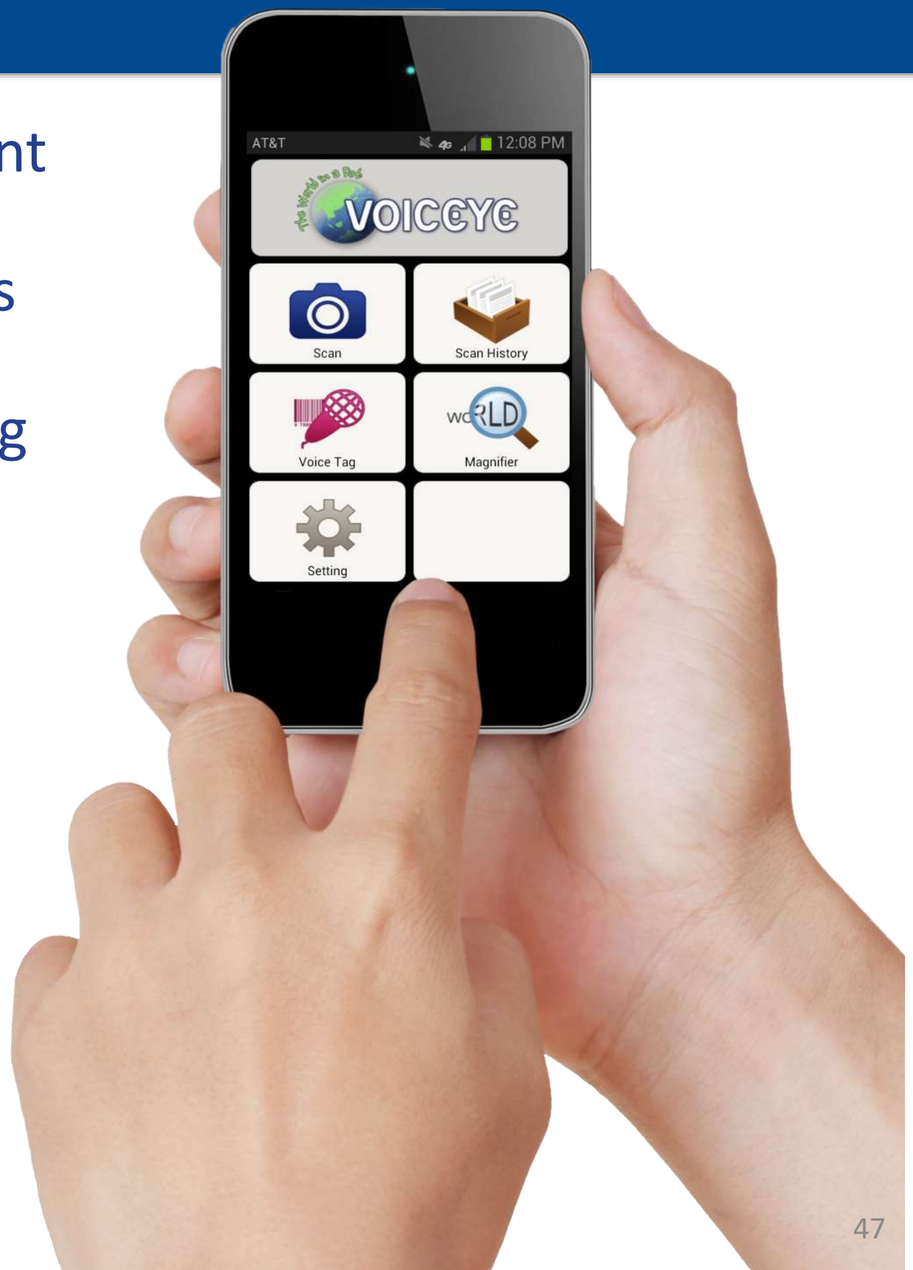
Different from QR

Voiceye is unique in that the amount of information stored in a single Voiceye code can exceed two pages of text. This information density allows users to access the text using their phone without internet or phone connectivity while making accessing information simple and effective.

VOICEYE



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Smartphone to Voiceye Choice

VoiceOver

Magnification

High Contrast

Braille

Refreshable Braille Display

CRAWFORD TECHNOLOGIES

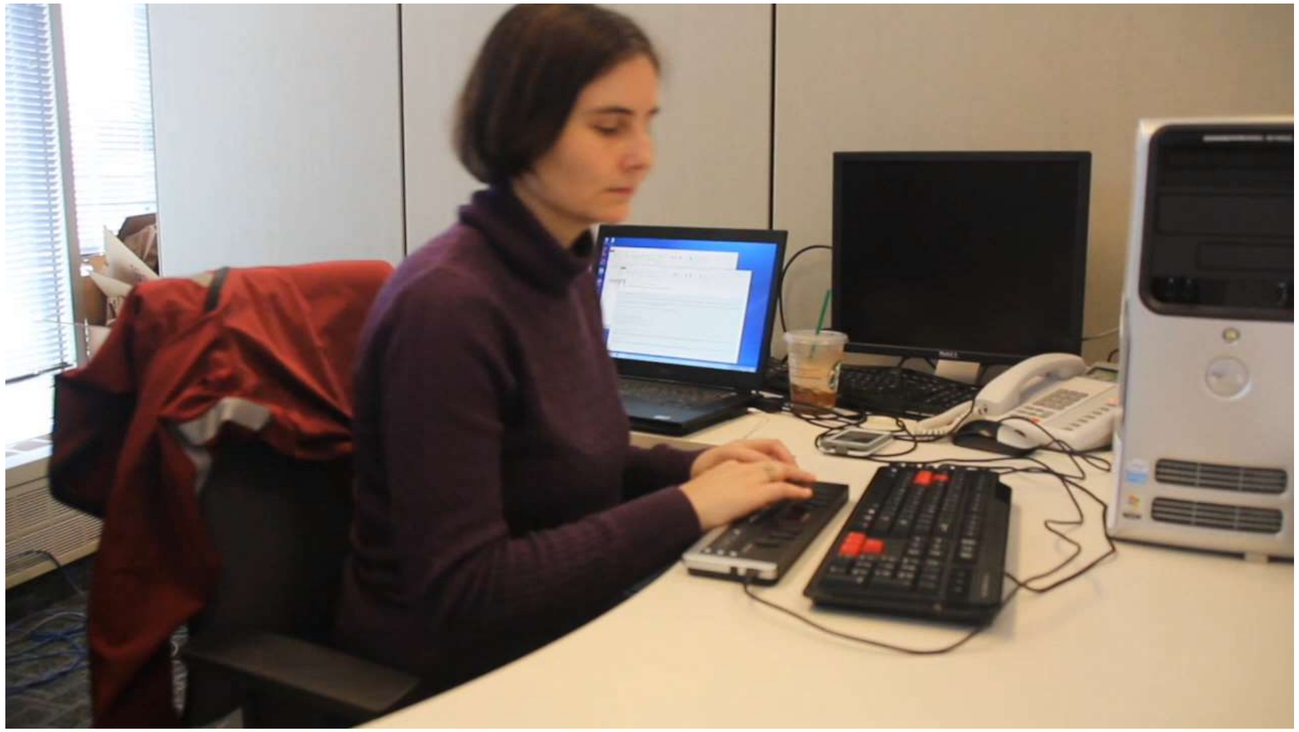
Ac

Accessible

CRAW
TECHNC

Other Assistive Technologies

- Connected AT Devices – refreshable braille display



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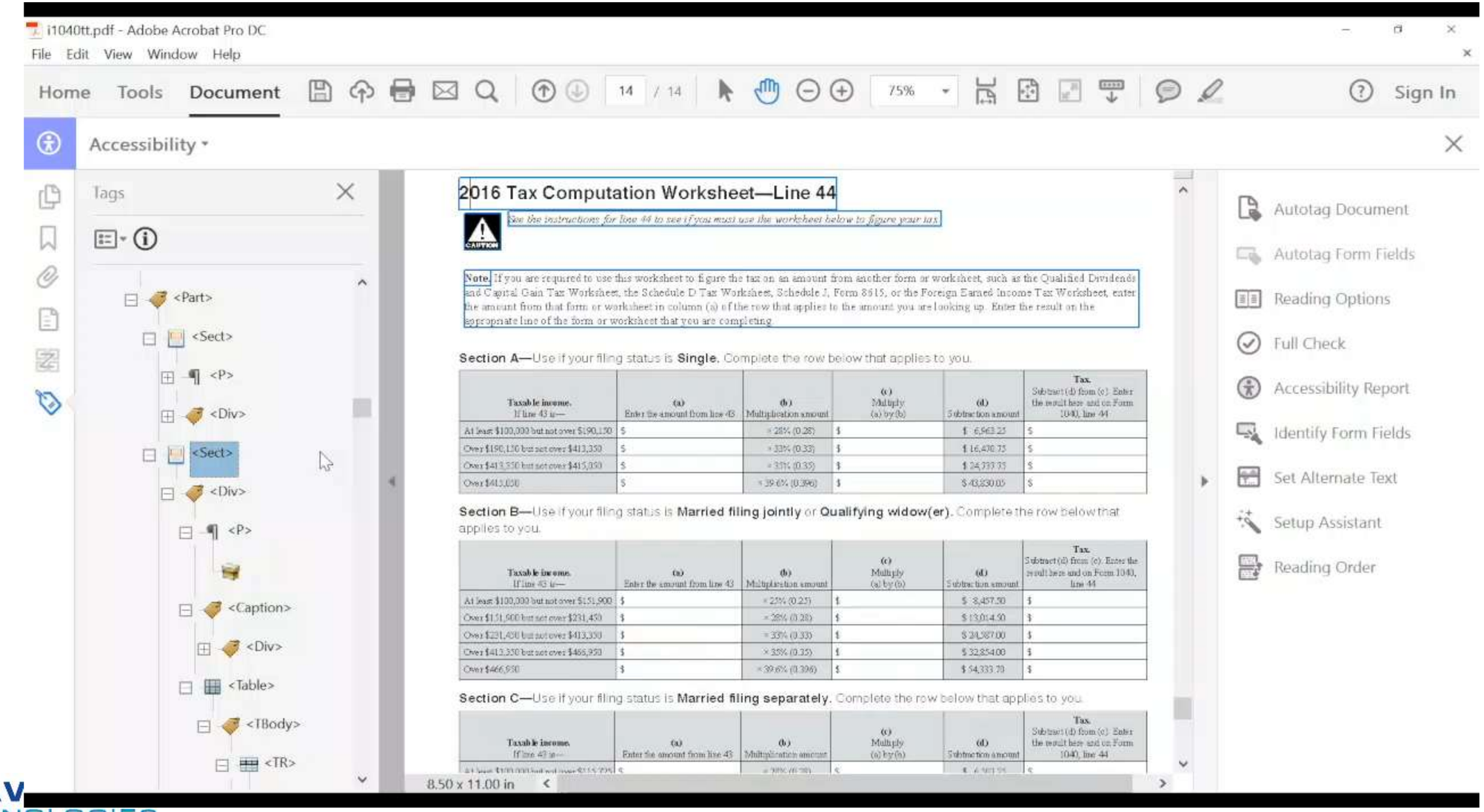
Navigating in NVDA



CRAV TECHNOLOGIES

Learn More

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