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
Barriers
dyslexia

learning disabilities

down syndrome

autism

dyscalculia

Aspergers Syndrome

Dyslexia

Down Syndrome

Dementia

Rett Syndrome

Alzheimer’s disease

Attention deficit disorder

autism

Down Syndrome

Dementia

Rett Syndrome

Alzheimer’s disease

Attention deficit disorder
“Let me read it to you”.
In the communications world, what does accessibility mean?

- Document access
  - Electronically
  - Hard copy
- Web access
- Inclusive access to information without assistance
FRAUD PREVENTION
Organizations must provide reasonable accommodations
Accessible Documents
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
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
Accessibility Express

• Input - systematically generated documents 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
Print Ready Files (PDL)
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.accessibiliynow.com
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
Auto Tagger for Accessibility

Scalability, time and cost savings
Auto Tagging – Server solution

Hundred of pages per second to Hundreds per minute
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
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 AutoTagger for Accessibility, our groundbreaking 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.
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 all-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 $1.60
ADDITIONAL PRICING
SELECT

www.crawfordtech.com
MasterONE Architecture

- A single setup for all accessible formats
- Saves time and expense
- Underlying architecture for all CrawfordTech accessibility solutions & services
The Right Solution for the Document

Transactional and Variable Content
Customer Communications

Marketing Information/Brochures/
Flyers/ Whitepapers

Publications/Books/Magazines/
Annual Reports

• Accessibility Express for Accessible
  PDF/HTML5
  • Built on MasterONE architecture

• Auto Tagger for Accessibility

• Auto Tagger for Accessibility
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
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
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
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
• 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
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
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
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.
Smartphone to Voiceye Choice

VoiceOver

Your solution to accessible print documents.

Magnification

High Contrast

Braille

Refreshable Braille Display

Easily and quickly create accessible print documents from your existing systems and printers by using Voiceye’s powerful but simple 2D barcode technology. Leveraging off the increased usage of smartphones by individuals with disabilities, Voiceye technology helps meet daily needs by incorporating assistive technology into their everyday lives. With Voiceye, blind and low-vision individuals can access printed information easily. Let us show you the versatility and simplicity provided by Voiceye.
Other Assistive Technologies

• Connected AT Devices – refreshable braille display
Navigating in NVDA
Learn More

Find us on Facebook, LinkedIn, Twitter and Google+
Visit: www.crawfordtech.com or
e-mail: dquon@crawfordtech.com
Phone: 905-257-1703