

# Your Web Accessibility Ally<sup>™</sup>

Accessibility Solved. Usability Enhanced.

To fulfill the promise of Americans with Disabilities Act, your organization has adopted a leading-edge Web Accessibility solution called AudioEye, ensuring people with disabilities have equal opportunity to participate in the many services provided.

# What is Web Accessibility and Why is it important?

When not coded properly, websites can be difficult or impossible to access by people that rely on assistive technologies to navigate the digital world. Websites must be designed and developed in a manner that accommodates users with diverse abilities - in a manner that focuses on user-first, universal design principles.

In the same sense that a building must provide certain physical accommodations - ramps, rails, wide doorways, elevators - websites should provide accommodations in the digital space.

# Why AudioEye?

The AudioEye solution aims to improve the usability of the web – providing everyone with an optimal, customizable, and fully inclusive digital experience.

First and foremost, the AudioEye technology helps ensure that the organization's website is optimized to provide an accessible user experience by conforming to WCAG 2.0 Level AA. In addition, the AudioEye technology includes a toolbar, which includes a suite of free assistive web personalization utilities that allow our users to customize their user experience.



# Ally Toolbar

The Ally Toolbar provides a fully customizable experience users can tailor to their individual needs - regardless of their device type, language preference, or preferred method of access.

The Ally Toolbar benefits all site visitors, but in particular, aging populations and individuals who have vision, motor and/or intellectual (cognitive) disabilities, those who are color blind, dyslexic, learning to read, learning a second language, or who may prefer listening instead of reading.

The following tools may be available in the Ally Toolbar:





## Help Desk

Reliable support from accessibility experts The Help Desk provides a form for end-users to report accessibility and usability related issues.



#### Reader

Customize the visual display of a website The Reader allows end-users to easily customize the visual display of the page, to more effectively read and consume information.

#### Voice (if applicable)

Command the browser using your voice Provides visitors the option of using their voice to command the browser experience.

# Page Elements Menu Built-in keyboard shortcuts

Provides keyboard and screen reader users options to quickly navigate focus to different areas of the webpage.



## AudioEye Trusted Certification

Show commitment to accessibility & inclusion The AudioEye Certification illustrates your commitment to accessibility, and lets all visitors to your site know you are working towards accessibility.



# Player

Listen to the content of a web page read aloud The user can interact using their keyboard (instead of a mouse) and listen to web content read aloud.



#### Site Menu

Simplified, consistent keyboard-friendly Simplifies and optimizes the site menu for keyboard users and individuals with cognitive disabilities.

# Settings

#### Personalized user experience

Allows users to customize settings to meet their individual preferences.