



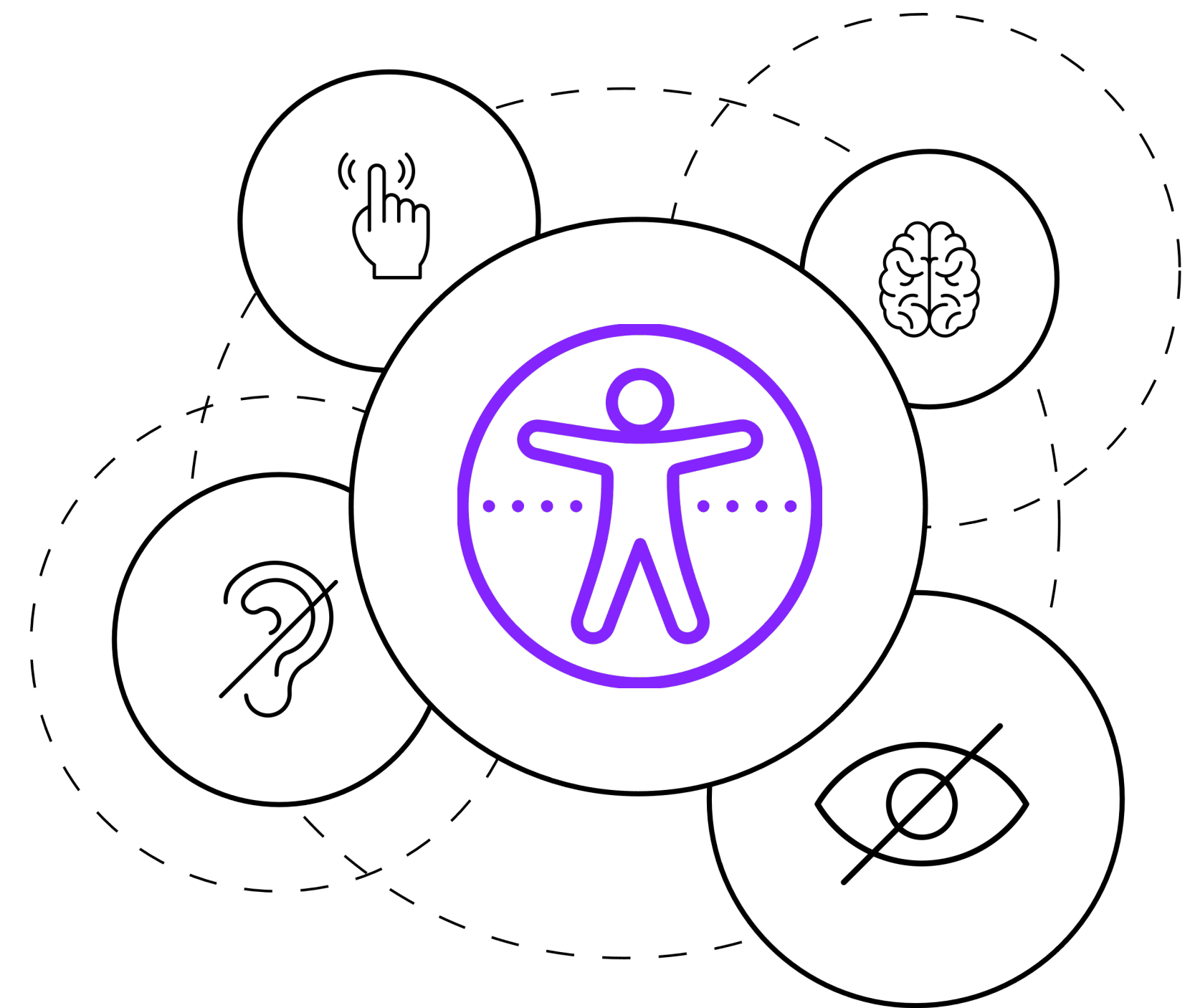
Digital Accessibility with AudioEye

What is Digital Accessibility?

Digital accessibility enables a wide range of users, including those who have a disability, to navigate, understand, and interact with digital content—such as websites, mobile sites, and online documents.

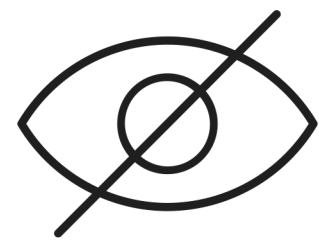
Think of it as the “ramps and rails” of the digital world.

Without digital accessibility, a large portion of the population is unable to fully access online content. Specifically, those individuals who rely on the use of assistive technology (AT), such as a screen reader. If digital content is not properly coded to interact with assistive technology, those who rely on AT are simply locked out.



Why Does Digital Accessibility Matter?

26% of the United States population are adults living with some form of disability.¹ That's 1 in 4 adults.



VISUAL

- Blindness
- Low vision
- Color blindness



AUDITORY

- Deafness
- Hearing impairment



MOTOR

- Difficulty in using hands
- Limited fine motor controls
- Muscle slowness
- Tremors and spasms



COGNITIVE

- Learning disabilities
- Memory impairments
- Attention disorders
- Problem solving and logic



DIGITAL ACCESSIBILITY

Accessibility Demand By The Numbers

1B+

Total number of
people with
disabilities (PWD)
worldwide

61M+

American adults living
with a form of
disability

40%

Prevalence of
disabilities in US
adults aged 65+

75%

People with
disabilities (PWD) who
use computers

2/3

People with
disabilities who use
accessibility tools &
technology

22%

Working-age adults
who benefit from
accessibility

\$8T

Annual disposable
income of global PWD
and their friends &
family

X-10%

Estimated US
population living with
dyslexia

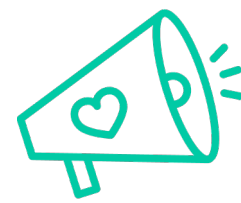
1 in 68

Children who have an
autism spectrum
disorder

Sources: Don't forget to add sources if any



Why Digital Accessibility Matters To Business



BRAND ENHANCEMENT

Improve your brand
reputation by not
discriminating against people
with disabilities



LEGAL COMPLIANCE

Adhere to the law under ADA
and WCAG 2.1 AA by making
your digital content
accessible to all



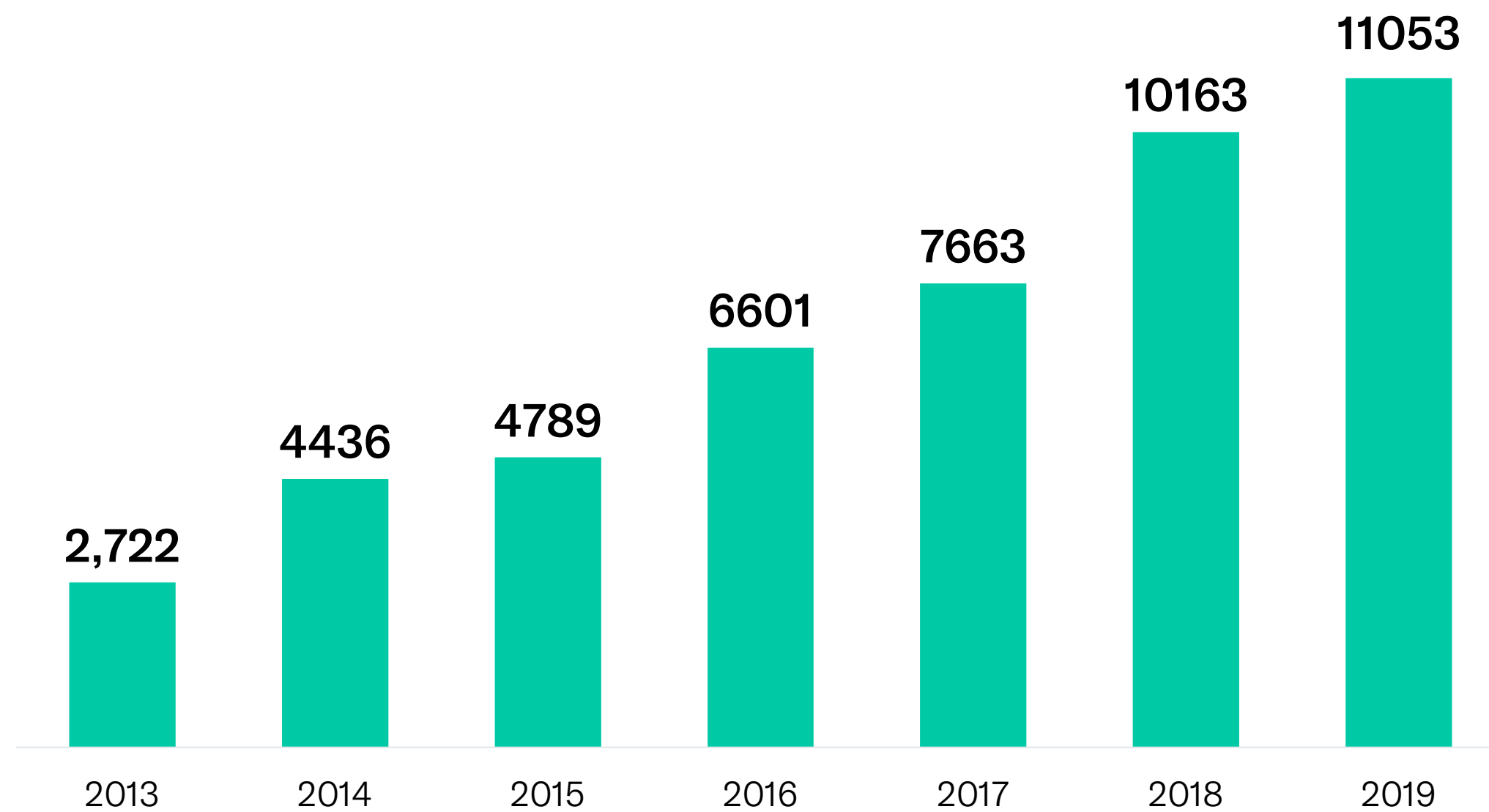
EXPANDED CUSTOMER BASE

Scale your market reach to
people with disabilities (about
61 million adults in the US
alone)

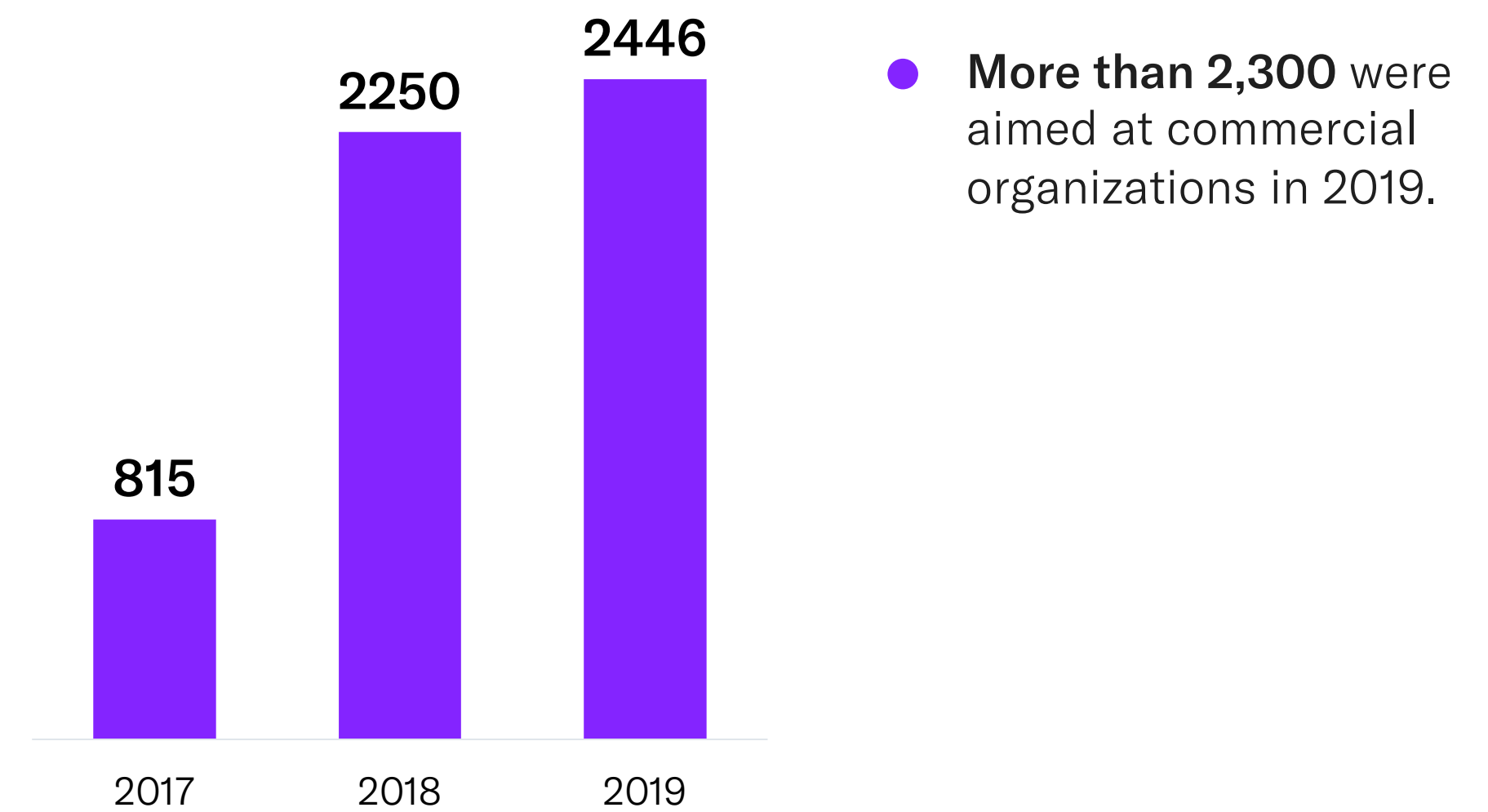


You're At Risk If You Don't Act

Total Number of ADA Title III Federal Lawsuits Filed Each Year
January 1, 2013 – December 31, 2019



ADA Title III Lawsuits Filed in US Federal District Courts
2017 – 2019



Why Compliance Matters

Accessibility compliance does not discriminate. For businesses and organizations with an online presence, there is no shortage of legal obligations.

TITLE III

Prohibits disability discrimination by “places of public accommodation” which includes online communities in addition to brick & mortar facilities.

TITLE II

Prohibits disability discrimination by all “public entities” at the local & state level.

Governmental organizations must ensure “effective communication” with citizens.

SECTION 508

Prohibits disability in federally funded programs.

Applies to federal & federally funded programs in their treatment of individuals with disabilities.

Requires equal access to Information Communication Technology (ICT).

CVAA

Websites that stream or offer downloadable English or Spanish video that previously aired on American television with captions.

STATE LAWS

California enacted the Unruh Act which prohibits businesses from discriminating against individuals with disabilities. Businesses violating the Unruh Act may be liable for damages (\$4,000 per violation, per class member).

Additional laws vary by state.



EXPANDED CUSTOMER BASE

The Billion-Customer Opportunity



\$8 Trillion Spending Power

Individuals living with disabilities typically spend \$1.2 trillion annually. When you include their friends and family, that number jumps to \$8 trillion.



Rapid Growth

The number of people affected is growing rapidly due to population aging. In the US alone, Baby Boomers control more than two-thirds of the country's disposable income.



Billions Controlled

Governments mandate accessibility and control billions in spending. Companies selling products to the government must prove they meet accessibility requirements.

73%

73% of those with accessibility needs experience barriers on more than a quarter of websites they visit for the first time.

72%

72% of customers with disabilities are forced to abandon a website, and a potential purchase, if the website is difficult to navigate.

82%

82% of customers with accessibility needs would spend more money on a website that is digitally accessible to them.

86%

86% of users with disabilities said they found websites and applications difficult to use with assistive technology.





COMMERCIAL BENEFIT

Improved SEO

8 Ways Web Accessibility & SEO Work Together

1. Accessible design enhances user experience
2. Better page titles help screen readers and searchers
3. Good header structure establishes content hierarchy
4. Descriptive alt-text provides both context and keywords
5. Anchor text sets user expectations and improves page relevance
6. Video transcriptions increase search traffic
7. Schema markup helps rich media content get noticed
8. Sitemaps help users and search engine crawlers navigate pages



Accessibility Enhancements Improve Experiences In Unexpected Ways

A corporate commitment to inclusion increases employee motivation.

Corporate sense of purpose = more fulfilling work = better business results.

Major brands have received negative press coverage in national publications
because of inaccessible sites:

NETFLIX

HARVARD
UNIVERSITY



UNITED



♥ eharmony

charles
SCHWAB

52%

of customers actively
consider company values
when making purchases

1/5

of customers prioritize
values over price and
convenience



WHY AUDIOEYE

How AudioEye Is Different

1M

1 million pages

AudioEye monitors one million pages per day (and counting)

1B

1 billion remediations

We perform one billion remediations (or fixes) daily

115⁺

Recognizing 115+ errors

Our scanning tool recognizes more WCAG errors than other solutions in the market

Day 1

Immediate certification

With AudioEye, you are protected from day one



WHY AUDIOEYE

Competitive Advantage

Only AudioEye combines the power of AI automation with human-in-the-loop testing and engineering to quickly deliver a fully compliant, sustainable, certified website.

With AudioEye you get:

- A holistic blend of automation, manual testing, and remediation, plus a web-enhancing Usability Toolbar
- Ongoing live monitoring of your site
- Continuous collaboration and training
- AudioEye Trusted Certification

CONSULTANTS

AUTOMATION / AI

PLUGIN &
TOOLBAR-ONLY
SOLUTIONS

LEVEL
a c c e s s deque

Consulting-Only:

- Provide free reports regarding website's accessibility
- Practical recommendations on which accessibility errors to tackle first
- Self-service (DIY Service)

USERWAY accessiBe

Tools / AI-Only:

- AI finds and fixes only 30-35% of website accessibility errors
- Does nothing to solve underlying accessibility issues
- No Manual Testing



WHY AUDIOEYE

How It Works

Install AudioEye onto your site to give us the level of control required to apply adjustments to the page by adding the necessary markup to existing code.

No change to your source code.

No changes to the look of your site.



How It Works

Our team and technology get you compliant and keep you compliant.



TEST

We combine AI-powered automated tests with expert QA testing to provide a comprehensive assessment of your website's accessibility.



REPORT

Our accurate reporting allows you to quickly understand the extent of site issues and provide the guidance you need to fix the them.



REMEDiate

Our patented algorithms automatically fix the most common accessibility errors and are supported by a team of experts who step in when needed.



MONITOR

Websites are dynamic and change frequently. Our live monitoring system scans your website pages with every page visited by your end-users.



About Us

AudioEye is the industry-leading digital accessibility software solution provider, delivering web accessibility compliance at all price points to businesses of all sizes.

Our mission is to eradicate every barrier to digital access, because **we believe equal access to digital content** is the right of every individual and the responsibility of every entity.

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