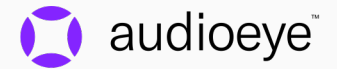
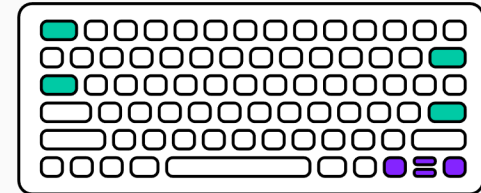


## What Makes Us Different



It is estimated that **15%** of the world population (~1 billion people) and **26%** of Americans have some form of disability. Disabilities can be visual, auditory, cognitive, or physical. They can also be permanent, temporary, or situational.

Digital accessibility means creating and maintaining a barrier-free digital experience so that individuals of all abilities can access—and interact with—online information. Think about digital accessibility the same way you think of accessibility in the physical world. If a building isn't designed for someone using an assistive device, like a wheelchair, that person is blocked from moving around that building. Similarly, if a website is not designed to work with assistive technology, like a screen reader, that individual is blocked from moving around that website.



## Why It Matters

The inability to navigate the internet is debilitating. Web and mobile channels are fast becoming the primary route to a wide range of important services: buying groceries, consuming entertainment, paying bills, and even socializing. Especially given recent global events, students are now often dependent on online access to attend classes. And if your digital services aren't accessible to everyone, you are effectively shutting out up to 61 million people, that is, the one in four U.S. adults living with a disability.



## Legal Risk

If a website is not accessible, companies risk an expensive, time-consuming lawsuit that can also significantly damage their brand. Over the years, we've seen an exponential rise in the number of digital accessibility cases filed in U.S. Federal Courts, with plaintiffs claiming ADA Title III violations.

In 2017, there were 815 cases, and that number jumped to more than 2,200 by 2019. The pace continued in 2020 with 2,164 lawsuits through November, many of them reaching new markets and new industries.

Unfortunately, businesses often don't learn about ADA web compliance until they are served a lawsuit or legal demand letter. That's why it's critical to understand how Title III of the ADA is interpreted to apply to website accessibility and take proactive steps to demonstrate compliance in order to avoid legal action. AudioEye not only provides ADA-compliant website software to get your digital content compliant, but we also certify compliance, vouching for companies who may be facing legal action.