accessiBe

Presentation Topics

- Web accessibility & ADA compliance

- Solution overview

- Features explanation

NIKE AIR
MAX 90 LX

$85 USD

★★★★

of the Waves in
ali, Indonesia

AGAZINE   36 ♥

"Web accessibility is a set of rules, behaviors, code standards and design guidelines,
that are meant to **allow people with disabilities to effectively use websites***"*

Blindness
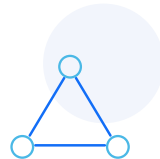
Motor & Mobility

Color Blindness

Epilepsy

Blurred Vision

Cognitive Disorders

Aging

Cataracts & More

WCAG 2.1
COMPLIANCE

ADA Title III
COMPLIANCE

Section 508
COMPLIANCE

IS5568
COMPLIANCE

EAA/EN301548
COMPLIANCE

ACA/AODA
COMPLIANCE

CVAA, RGAA, ATAG, AUDA, AODA, UNE 139803:2012, JIS X 8341 & more...

Web Accessibility (ADA) Lawsuits & Demand Letters

- 200% **increase in lawsuits** and demand letters from 2017 to 2018

- DOJ affirms **ADA applies to websites** since November 2018

- 2019 **tripled 2018** in papers served

- Over **150,000** demand letters served to businesses since 2017

- 93% of demand letters settle outside of court for **$20,000 – $150,000** on average

↑ **120K**
300%
from 2018

2016   2017   2018   2019   2020
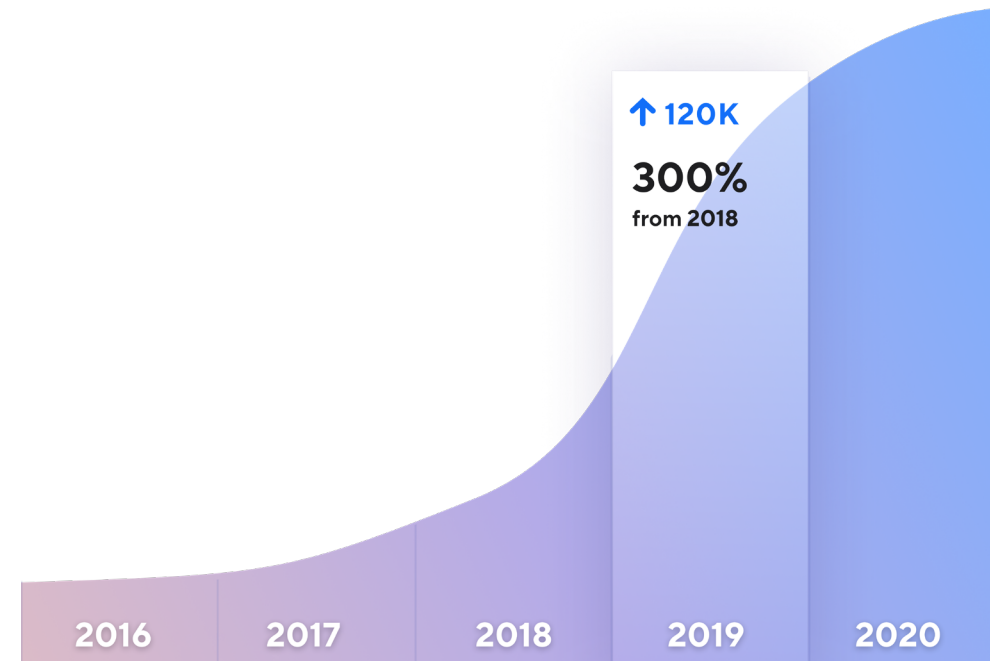
accessiBe VS the competition

	accessiBe's AI Solution	Manual Services	Accessibility Plugins
Options	✓ **The only automatic solution**	○ **AudioEye, User1st & more**	○ **UserWay, WP Access & more**
Compliance	✓ WCAG 2.1, ADA, s508 & more	○ Depends on projects scope	○ Do not comply with legislation
Pricing	✓ Price start at $490 / year	○ $5,000 - $50,000 / year	○ Free to low cost subscriptions
Turnaround	✓ Up to 48 hours from installation	○ Projects take 3-26 weeks	○ No full turnaround
Success Rate	✓ Industry highest success rate	○ Drops to 50% within 6 months	○ 5% - 15% of the requirements
Maintenance	✓ Re-scanning every 24 hours	○ Require additional services	○ No maintenance included

The #1 Fully Automated Web Accessibility Solution For ADA & WCAG Compliance

Powered by AI

Developed side by side with people with disabilities and leading experts in accessibility and assistive technology.

"

K1 Investment Management LLC has invested $12 million in an Israeli software company that uses artificial intelligence to make online content more accessible to people with disabilities.

WALL STREET JOURNAL

"

In October 2019, accessiBe's three co-founders traveled to Orlando, Florida, at the invitation of cloud computing vendor Digital Ocean.

DigitalOcean

"

The inclusion of Ekerling, Skoop, and Vizel in the Forbes 30 Under 30 list is a tribute to the important work that accessiBe is doing in making the internet accessible for all.
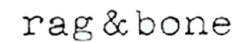
Forbes

IN THE MEDIA

Entrepreneur   TNW   **Venture Beat**   HubSpot   Small Business TRENDS   TECHWORM

Trusted To Protect Over 40,000 Small Businesses And Industry Leaders Alike

✓ Compliance Requirement to meet the WCAG 2.1

✓ Explains all the adjustments the website has undergone

✓ Doubles as a certification of performance

✓ Proof of doing the required compliance work

✓ Sent over email and displayed within the interface

🖨 Print / Download   02/08/2019

Accessibility Statement

Date: 02/08/2019   **Domain:** example-domain.com

Conformance Status

We firmly believe that the internet should be available and accessible to anyone, and are committed to providing a website that is accessible to the widest possible audience, regardless of circumstance and ability.

To fulfill this promise, we aim to adhere as closely as possible to the Web Content Accessibility Guidelines 2.1 (WCAG 2.1) at the AA level, published by the World Wide Web Consortium (W3C). These guidelines explain how to make web content more accessible to people with a wide array of disabilities. Complying with those guidelines helps us provide a site that is accessible to all people, from the blind to the motor impaired.

This website utilizes various technologies all meant to make it more accessible. We utilize an interface that allows persons with specific disabilities to adjust the website's UI (user interface) and design it to their personal needs. This interface replaces the older fashioned method of providing all users with the same, lesser but accessible design or user interface.

Here are some of the interface's capabilities:

1. **Font handling** - users can increase and decrease its size, change its family (type), adjust spacing, alignment, line height, and more.
2. **Color handling** - users can select various color contrast profiles such as light, dark, inverted and monochrome. Additionally, users can swap color schemes of titles, texts, and backgrounds, with over 7 different coloring options.

Monthly Accessibility Compliance Audits

Sent directly to your email

Our testing tool aCe is fully automated and uses accessiBe's AI engines to provide a detailed report that can be used as **proof of ongoing compliance**.

Areas of focus:

Screen-reader adjustments

Keyboard navigation adjustments

Website readability

Website Audit

Emailed Report

aCe

Compliant!
Great work, you are complia[...] the WCAG 2.1 level AA.

accessiBe is detected on the websit[...]

Clickables

✓ Elements with button functionality should [...] tagged for assistive technology

✓ Buttons cannot be empty

✓ Links cannot be empty

✓ Links that open in new tabs/windows shoul[...] tagged for assistive technology

Titles

✓ Every page should include a single H1 title

✓ Titles cannot be empty

✓ Titles built as text tags should be labelled a[...] headings for assistive technology

WCAG 2.1 AA Level Web Accessibility Audit
Website: mayageller.com | **Verdict:** Non-compliant | **Date:** 2020-05-11

Full description: Every page should include hidden links that by clicking on them (either using keyboard navigation or a screen-reader), user will "skip" certain blocks directly to main landmarks such as main content, menu or footer.

| 9 | Manipulatively hidden interactive elements should be excluded from assistive technology | Orientation | Yes | V | - | 100% |

Full description: Elements that are hidden using CSS manipulations (opacity, height, text-indent, off-canvas, etc.) should be wrapped inside an element with an "aria-hidden" attribute that equals to "false", or include it directly, and have it dynamically changed to "true" when they become visible.

| 10 | Manipulatively hidden interactive elements should be excluded from tabindex | Orientation | Yes | V | - | 100% |

Full description: Elements that are hidden using CSS manipulations (opacity, height, text-indent, off-canvas, etc.) should include a "tabindex" attribute that is below 0, and have it dynamically changed to 0 when they become visible.

| 11 | Menu dropdowns should be tagged for assistive technology | Menus | No | 0 | 0 | - |

Full description: Menu items that have a dropdown menu include an "aria-haspopup" attribute that equals to "true".

| 12 | Dropdown expanded/collapsed state should be represented in the code | Menus | No | 0 | 0 | - |

Full description: Menu items that have a dropdown menu include an "aria-expanded" attribute that equals to "false" that changes to "true" and back when opening or closing the dropdown.

| 13 | Menus should be tagged for assistive technology | Menus | Yes | 2 | 0 | 100% |

Full description: Menus should either be built using the HTML5 "nav" element or include a "role" attribute that equals to "menu" or "navigation" to indicate a navigation landmark for screen-readers.

Code snapshots of some of the successful elements

- <nav role="navigation" class="widescreen clearfix"><ul class="inline-list font-nav"><li class="nav-item"> Home

- <ul class="footer-nav plain-list" role="navigation">
Search About Us <a ...
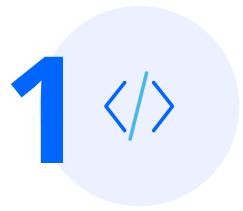
Litigation Support Package

With years of industry experience, accessiBe has helped numerous customers dismiss or mitigate web accessibility lawsuits.

What's Included?

✓ Compliance Audit

✓ Compliance Overview

✓ Failures Request Master

✓ Accessibility Statement

✓ accessiBe Suggested Response

The ~~Effortless~~ Process
Of Becoming Compliant With Us

1

Quick Installation

Install a single line of JavaScript code

2

Interface Appears

The accessibility interface instantly appears on your website

3

AI Remediation

accessiBe AI starts scanning and analyzing your website

4

Achieve Compliance

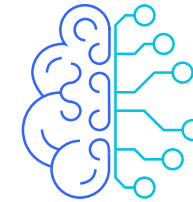After 48 hours, your website is fully compliant and certified

5

24/7 Maintenance

Every 24 hours, the AI scans for new and revised content to fix
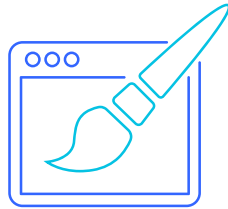
Accessibility Interface

UI, design and cognitive
related adjustments

AI Application

Keyboard navigation and screen
readers optimiztion

COLORS   CURSORS

FONTS   CONTRAST   SIZES

ONLINE GLOSSARY   VIRTUAL KEYBOARD   STOP ANIMATIONS
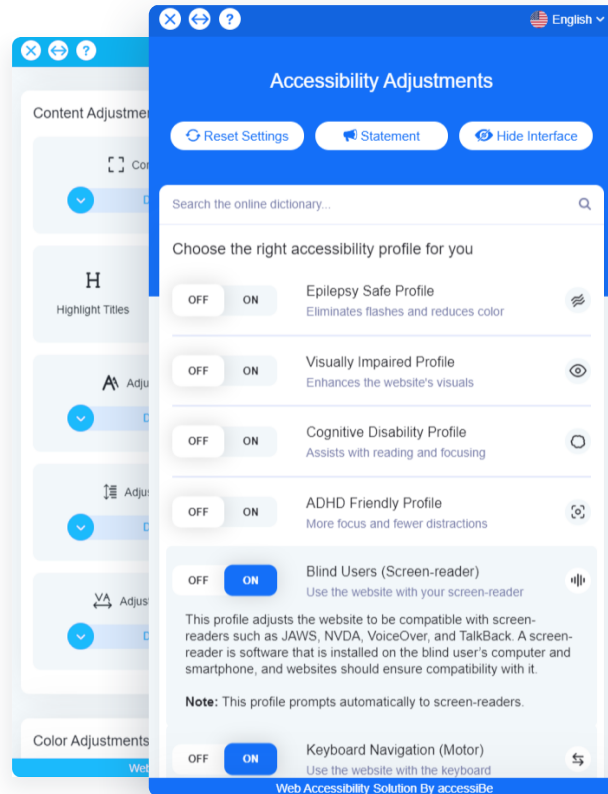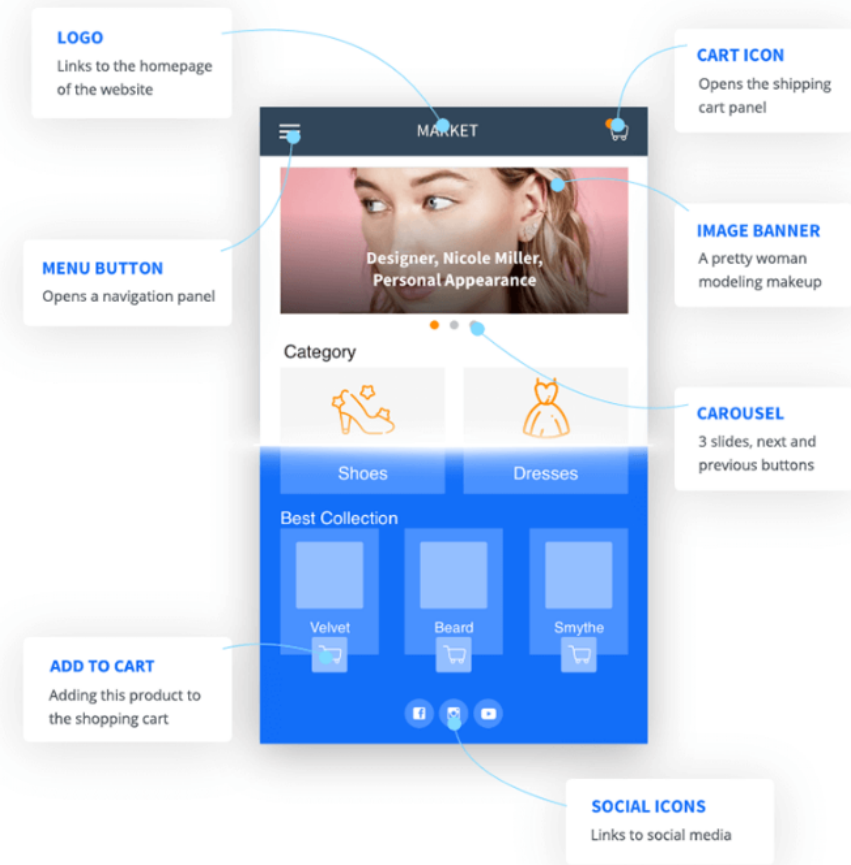
WI-ARIA   ALT TAGS

POPUPS   ICONS   FORMS

DROPDOWNS   WIDGETS   BUTTONS
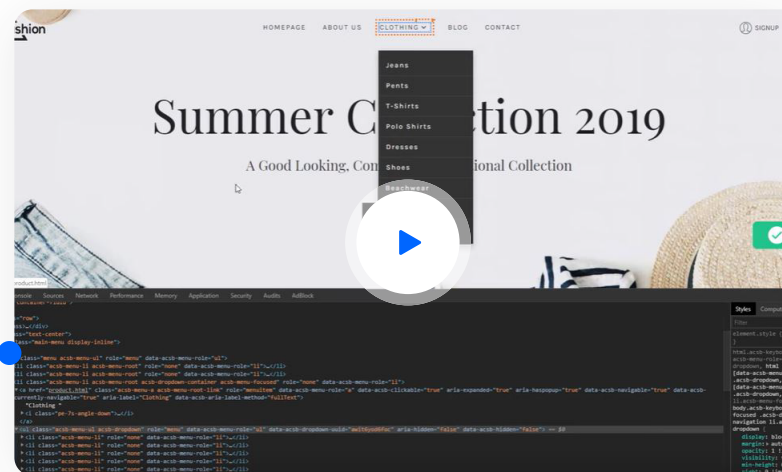
Accessibility Interface

AI Application

**3-minute
Quick Demo**

**8-minute
Elaborate Demo**

**30-minute
Comprehensive Demo**

Web accessibility is
accessiBe

THANK YOU!

Solution overview:
https://accessibe.com/r/general/accessibe_solution_overview.pdf

Technology overview:
https://accessibe.com/r/general/accessibe_technology_overview.pdf

Partner program overview:
https://accessibe.com/r/general/accessibe_partner_program.pdf

Getting partner commissions:
https://accessibe.com/support/account/getting-commissions

Managing customer accounts:
https://accessibe.com/support/account/managing-child-accounts