



# *Inside Edge*



**It's the Internet's 10th birthday!**



we simplify *the* internet.



# *Inside Edge*

**Access + Use + Ability =  
Online Dollars and Sense**

we simplify *the* internet.

**“The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.”**

*Tim Berners-Lee*



## **“It is unlawful to discriminate...”**

**...by refusing to provide any service to disabled people which you provide the general public**



**...take reasonable steps to change...**



**...take reasonable steps to change...**



**...take reasonable steps to change...**



**Consequences for  
non-compliance?**

**Who pays?**

**Who to enforce?**

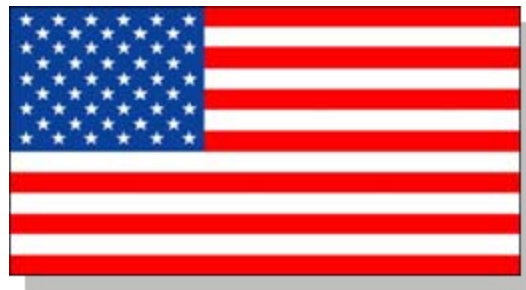
**What to do?**

**How to do it?**



**All  
government  
agencies must  
comply...**

**All people seeking  
info. and services  
from the agencies  
must have access  
to and use of that  
info. and services**



Section 508



**All  
government  
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**All people seeking  
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Section 508



**...Unless  
compliance  
imposes an  
undue  
burden on  
the agency**

**UK DDA postponed  
enforcement deadline**



**Canadian law made no  
specific attempt  
to require  
compliance**

**1** in  
**every 6.5**  
**people on earth**  
**use the Internet**

**= 1 billion users**



visually

auditorily

cognitively

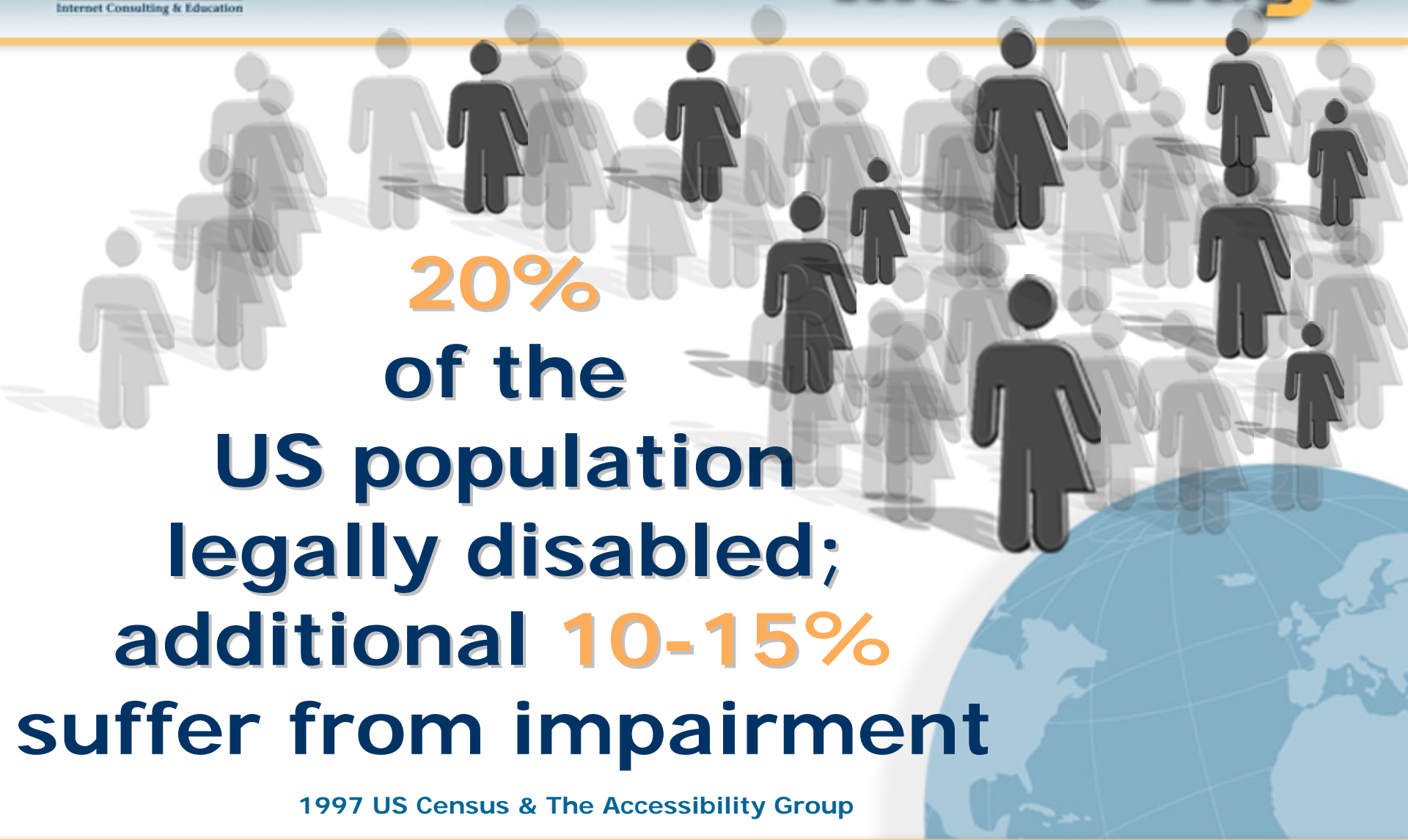
**How many people are  
legally disabled or  
practically  
impaired?**

physically



**10%**  
of the  
**270 million**  
online in 2000  
were legally disabled

2000 study by US Department of Education



**20%**

**of the**


**US population**

**legally disabled;**

**additional 10-15%**

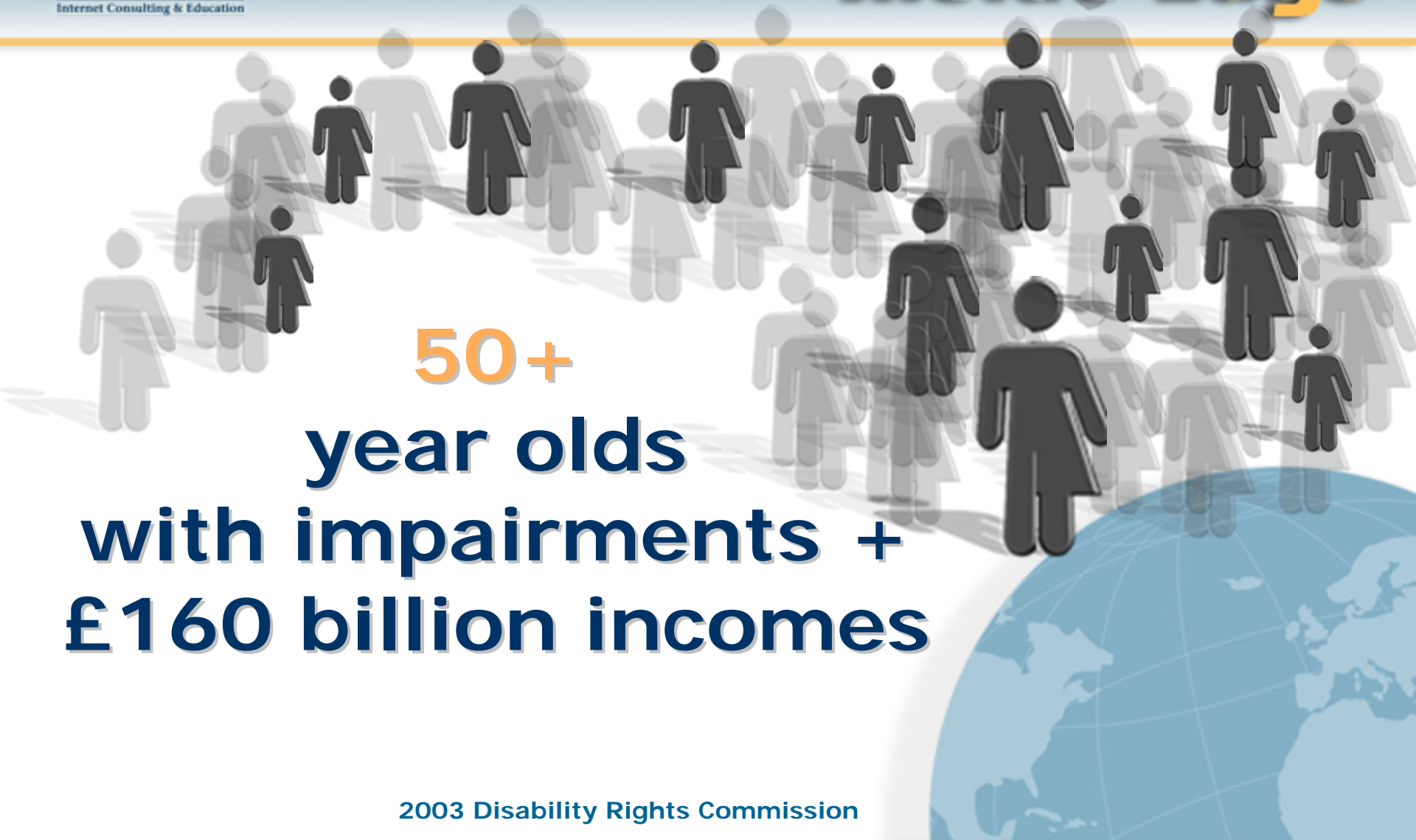
**suffer from impairment**

1997 US Census & The Accessibility Group



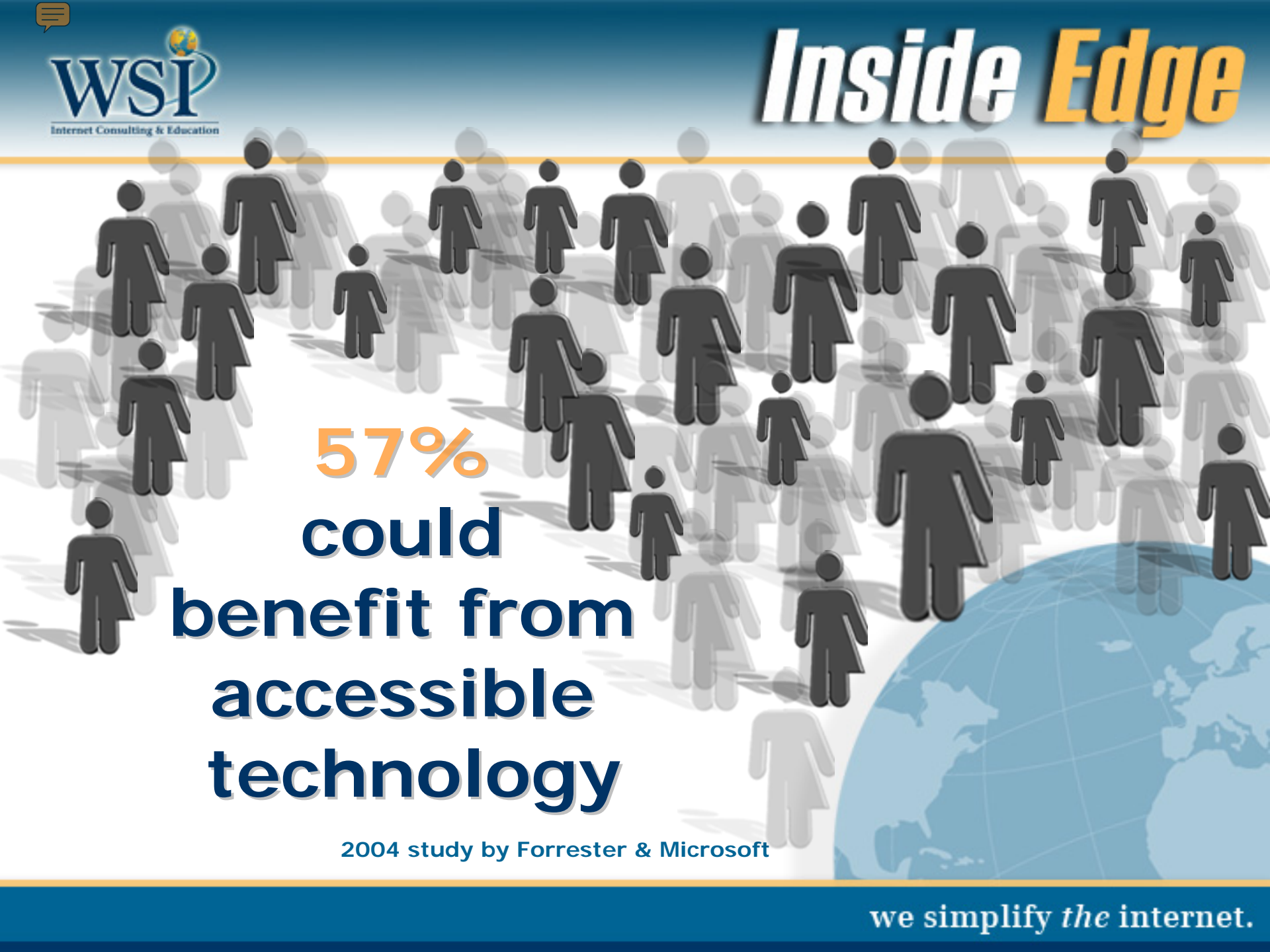
**8.7**  
**million**  
**disabled Brits**  
**equaled £40 billion**  
**spending power in 2003**

2003 Disability Rights Commission



**50+**  
**year olds**  
**with impairments +**  
**£160 billion incomes**

2003 Disability Rights Commission



**57%**  
**could**  
**benefit from**  
**accessible**  
**technology**

2004 study by Forrester & Microsoft

## **W3C accessibility guidelines include 3 levels of legal compliance:**

**Priority Three: "Could's"**

**Priority Two: "Should's"**

**Priority One: "Must's"**



**Most websites  
found out of  
compliance!**



**Compliance can  
earn a  
1:10  
return on  
investment**



## Know your visitors



## Provide equivalent alternatives to visual or auditory material

For auditory:



- written transcripts
- subtitles

For visual:



- Synthesized speech
- text

## Creating a separate all text website is "last resort" option

**logo: the rix centre**

[home](#) [services](#) [projects](#) [learning](#) [research](#) [team](#) [contact us](#)

**Research @ the Rix Centre**

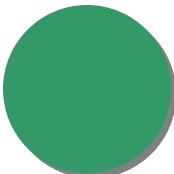
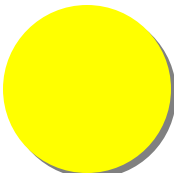
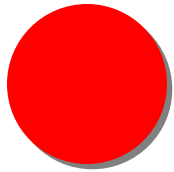
Project APPLE: Is about access and being part of the world with technology as an aid. If you a learning disability one of the first problems you encounter with technology is the technology itself. We are aiming to change that.

Project APPLE explores and evaluates the terms on which people with learning disabilities can access and participate in the range of opportunities presented by the World Wide Web, multimedia and computers.

Project APPLE is bringing together researchers from the academic fields of



## Some well known guidelines:

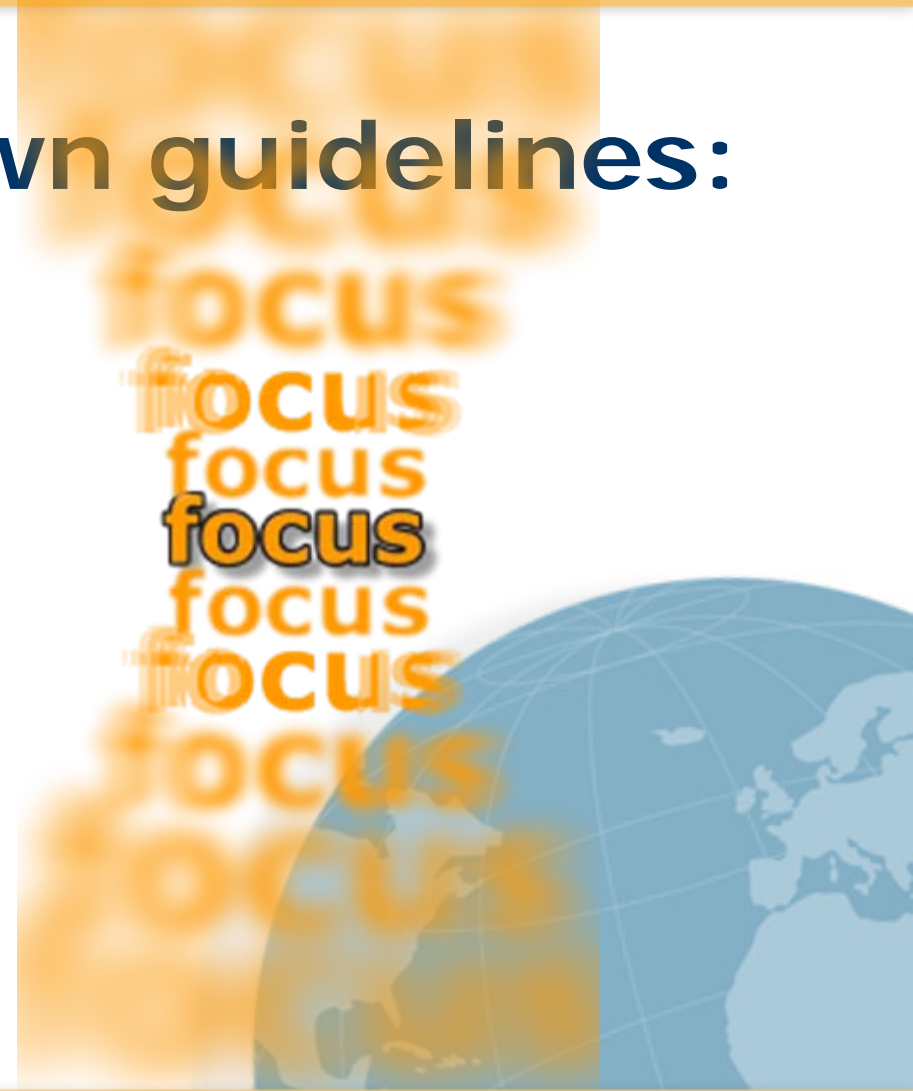


- Don't rely on color alone to convey meaning



## Some well known guidelines:

- Use CSS styles instead of tables to control layouts & content display



## Some well known guidelines:



Buster is ready to play. | Find him a toy!

- Use alt tags --  
**CORRECTLY** -- to  
describe images



## Some well known guidelines:

- Use alt tags --  
**CORRECTLY** -- to  
describe images

**Google™** Confirms:

**Keyword stuffing DOES NOT  
improve search engine ranking!**



**Where do you  
stand legally?**

**How can you make  
it easier for this  
growing market to  
choose and use  
your company?**

**Ask your Internet  
Consultant today**