

## MAKE SURE NO ONE IS DENIED ACCESS TO WEB VIDEO CONTENT

In the United States there are more than 50 million people with disabilities. On average, 40% of people with disabilities conduct business and personal activities online, spending an average of 20 hours per week logged on to the Internet (Solutions Marketing Group). This is more time on average than people without disabilities spend online.

Section 508 of the Rehabilitation Act, as amended in 1998, regulates the accessibility of electronic and information technology to people with disabilities. The explosion of web video has made access for this significant group of Internet users an emerging topic, particularly in the public sector. Many government agencies will increasingly see the need to make their video offerings Section 508 compliant. And many non-government agencies will also want to make their web video offerings universally accessible. By working with The FeedRoom, you can ensure that your online video offerings are in compliance with Section 508 and universally accessible.

### PRODUCT OVERVIEW

FeedRoom Access is an end-to-end online video solution that provides accessibility to disabled users. The solution addresses the individual needs of users with disabilities and special needs including partial or poor vision, color blindness, deafness, and those limited to only keyboard or voice input. It includes patent pending technology that is compliant with Section 508, and provides an array of features designed to work with or without assistive technology (AT).

Two primary features of FeedRoom Access are synchronous captions that can be displayed for individual videos, and an "Access Map" which provides an HTML representation of the video library with navigation comparable to that in the standard FeedRoom user interface. Other features include transcript files for deaf users to read, or blind users to process while listening to accompanying audio, and compatibility with screen readers, alternative input devices and speech recognition technology for users with any type of disability.

While caption and transcript files are required for full 508 compliance, they are not necessary for the online video to function. The FeedRoom can assist you with the creation and hosting of these files so you don't have to worry about the details.

The solution contains **THREE MAIN COMPONENTS:**

- 1. Access Bar:** A persistent link placed at the top of a FeedRoom video library page, with links to the client Access Map so your users can get to the map with one click.
- 2. Access Map:** Provides navigation between channels (topics) of your online video content using an HTML representation of a FeedRoom library. A description, visual thumbnail (with descriptive alt-text), and links to transcript files and the Access Player are provided for each video. A fully-accessible Help menu is available from the Access Map.

- 3. Access Player:** Presents the video in streaming Flash format with synchronous captions. Works with assistive technology to provide keyboard navigation, speech-recognition, and screen-reader compatible controls, offers full-screen viewing mode and the ability to email links to specific videos, and reveals embed codes for including the video on blogs or other web sites.



**ACCESS BAR**

**ACCESS MAP**

**ACCESS PLAYER**

## KEY BENEFITS

- Ubiquitous access and compliance with Section 508
- Product features work with or without assistive technology
- Closed captioning feature provides benefits for non-disabled users, such as viewing without audio and multilingual capability

## KEY FEATURES

- JAWS screen-reader compatible
- Displays synchronous captions (ingests DFXP standard format)
- Access Map for navigation
- Transcript files for blind/deaf users
- Alternative input device compatible
- Dragon Naturally Speaking speech recognition compatible
- Fully keyboard navigable
- High contrast color scheme for usability

## COMPARISON CHART

The FeedRoom provides online video solutions for video communications, and we can tailor a solution to fit your needs. Here is how the FeedRoom Access video player compares to other FeedRoom video players.

	FeedRoom Access	FeedRoom Hybrid	FeedRoom Flash
<b>Player Functionality</b>			
Multi-channel Navigation	✓	✓	
Single-channel Option	✓	✓	✓
Single Video Option	✓	✓	✓
<b>Player Features</b>			
Full-screen functional	True full-screen	Within iframe only	True full-screen in Flash 9; emulated in Flash 8
Display of descriptive metadata	✓	✓	✓
Display of thumbnail images for each video	✓	✓	✓
<b>Accessibility Features</b>			
508-compliant	✓		
Display of synchronous captions	✓ (user selectable)		
Display descriptive text of thumbnails	✓		
Transcript links available	✓	✓	
<b>Technical Specifications</b>			
Minimum Flash Version	9.0.115	7.0.25	8.0
Windows Media compatible		✓	
Live Video compatible		✓	
<b>Advertising/Viral Marketing</b>			
Embed codes provided for viral marketing	✓	✓	✓
Advertising enabled		✓	Pre-/Post Roll
Email to friend feature standard	✓	✓	✓

## SUMMARY

If you use online video to communicate with the public, or plan to in the future, ubiquitous access and compliance with Section 508 are important issues. Let the web video pioneers at The FeedRoom manage these issues for you. The FeedRoom can help you put accessible video on your website, make it look great, and make sure that it works.

FeedRoom Access is a key component in FeedRoom 4.0, the next generation enterprise video platform.

**Get compliant today - go to [FeedRoom.com](http://FeedRoom.com)**

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