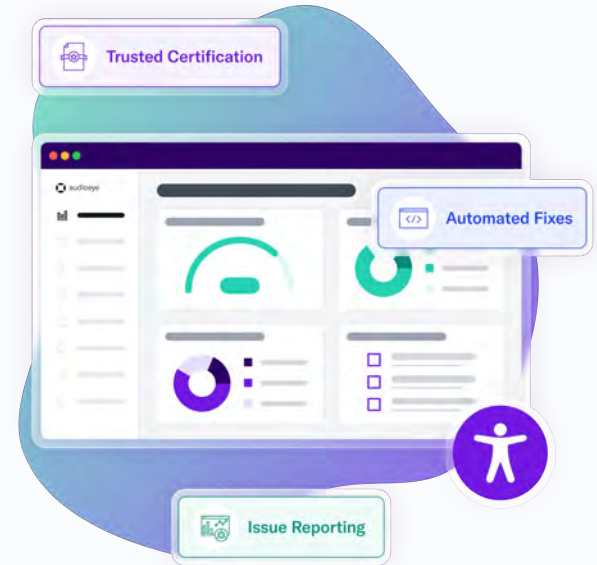# Digital accessibility that actually works

BREW CITY
MARKETING

Platform and services **built for and by members of the disability community**, for today's businesses.

- AI-based automation technology backed by certified experts

- Protect your site from lawsuits, improve user experience and demonstrate your commitment to diversity and inclusivity.

- We find issues and fix them in real time for every user

Trusted Certification

Automated Fixes

Issue Reporting

Why Web Accessibility Matters To Your Business

An accessible website drives discoverability and customer engagement, while reducing legal compliance risk, brand risk, and a poor user experience.

LEGAL COMPLIANCE

Stay compliant with laws such as the Americans with Disabilities Act (ADA), and protect your business from lawsuits.

CUSTOMER SATISFACTION

Accessible content **improves engagement**, making it more user-friendly for people with and without disabilities.

BRAND REPUTATION

Reduce your brand risk and **improve reputation** by supporting diversity, equity, and inclusion initiatives.
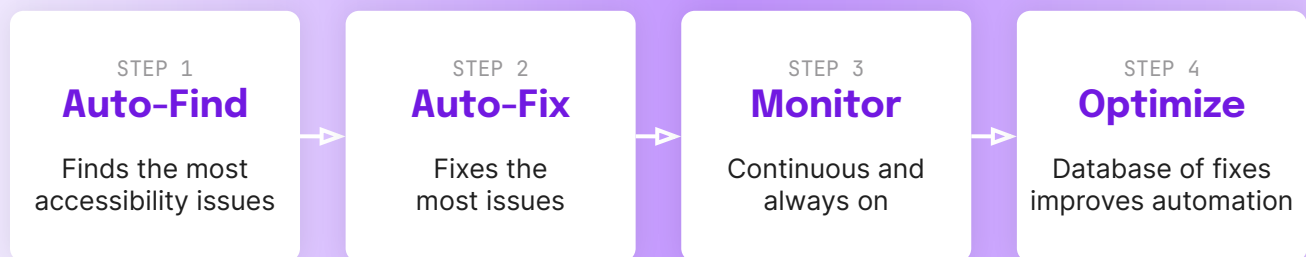
BRAND DISCOVERABILITY

Accessible websites are easier for search engines and voice experiences to index, **boosting discoverability and SEO**.

How AudioEye Works

Automation finds and fixes a majority of common issues, leaving much less work for humans. Enabled by the platform, AudioEye's team of experts can find and fix or guide on more complex issues.

STEP 1	STEP 2	STEP 3	STEP 4
Auto-Find	**Auto-Fix**	**Monitor**	**Optimize**
Finds the most accessibility issues	Fixes the most issues	Continuous and always on	Database of fixes improves automation

What You Get with AudioEye

A comprehensive solution that adds our top-tier services to further enhance legal protection and custom capabilities for your customers.

- ✅ Stay updated and compliant with ADA, Sec 508, AODA & more
- ✅ Reduce the risk of accessibility barriers and legal action
- ✅ Make your website available to more visitors
- ✅ Get legal support and gain a piece of mind

Standard Package Features

Compliance Plan for ADA, Sec 508, AODA & more

A full **WCAG-based** compliance plan provides necessary compliance documentation, such as Sustainable Testing and Remediation Plan (STAR), Accessibility Statement, and Trusted Certification

Automated Tests & Fixes

Software-enabled tests and fixes automatically run on a website when a user visits and loads a webpage. Automated accessibility testing throughout the development process can help quickly catch many accessibility errors. Automated fixes benefit websites with poor accessibility, instantly bringing them up to a more acceptable level of accessibility.

Access to Certified Accessibility Experts

Access to IAAP-certified accessibility experts to conduct additional website audit with assistive technology and order custom fixes that are not resolved through automation.

Visual Toolkit with 24/7 Help Desk

Personalization toolkit available on customer websites by toggling the floating accessibility icon. Users can submit feedback through a Help Desk if they encounter access barriers on a website.

AudioEye's Visual Toolkit

Putting the power of instant personalization in the hands of website visitors, providing them with a way to submit feedback, including grievances. While the Visual Toolkit alone doesn't solve accessibility in general, it does help many visitors improve their experience instantly.

Focus
Draws a colorful box around buttons and links, making them easier to find and select for visual keyboard users

Cursor
Enlarges the mouse's cursor display for ease of tracking and improves the usability for low-vision users

Highlight
Gives a bright colored highlight over either headings, links, or the entire text for visual keyboard users

Contrast
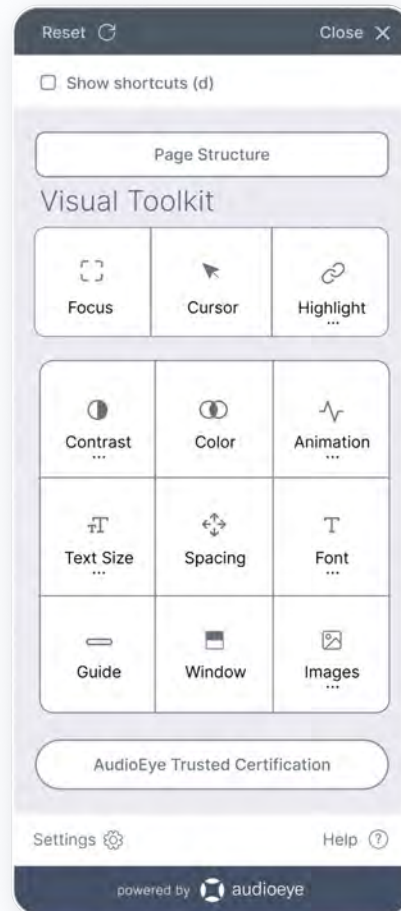Provides options to sharpen the image, desaturate to remove color, and invert color elements into sharper contrast

Animation
Eliminates potential hazards, like moving or flashing animations that may trigger epileptic seizures

Color Shift
Provides options to sharpen the image, desaturate to remove color, and invert color elements into sharper contrast

Spacing
Changes the distance between words and lines of text for improved readability and usability for users

Text Size
Enlarges all website body and headline copy for improved readability and usability for low-vision users

Font
Changes the typeface on pages and includes a font intended to assist individuals with dyslexia

Guide
Enhances focus and improves reading comprehension by creating a horizontal line controlled by the cursor

Window
Enhances focus and improves reading comprehension by blurring most of the page view as controlled by the cursor

Images
Shows the alternative text that describes the images on the website when hovered over with the cursor

FAQ about AudioEye

What is AudioEye

AudioEye is a digital accessibility platform that improves accessibility and minimizes risk for digital surfaces, including websites. By using a technology-first approach to deploy automation with expert services, AudioEye provides a complete accessibility solution for businesses of all sizes at an affordable price. AudioEye meets U.S. and global accessibility standards, including ADA and WCAG 2.1.

What is the ADA?

The Americans with Disabilities Act (ADA) is a landmark civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life. It gives millions of individuals with disabilities equal access to all public and private places, from employment to government, telecommunications, and businesses. Title III of the ADA addresses businesses specifically. It prohibits discrimination based on disability in places of public accommodation, which includes restaurants, schools, offices, and more. Companies are required to make "reasonable modifications" to serve people with disabilities.

Why would a client need AudioEye?

First, to comply with the Americans with Disabilities Act (www.ada.gov), a national law that prohibits discrimination against individuals with disabilities in all areas of public life, including digital websites. Second, to expand your audience to users with disabilities: every fourth adult in the U.S. has a disability that can prevent them from using your website and purchasing your services. You can expand your digital presence by making your website accessible with AudioEye.

What does AudioEye do?

AudioEye is an industry-leading web accessibility platform delivering trusted ADA and WCAG accessibility compliance. Our software finds and fixes accessibility issues on websites and provides all necessary ADA compliance must-haves for businesses.

The software is delivered with real-time reporting mechanisms and self-serve accessibility resources, including the Visual Toolkit with 24/7 Help Desk, Training Library, automatically generated Sustainable Testing and Remediation (STAR) plan and accessibility statement. The software enables the delivery of custom fixes built by our Implementation Team. As of today, this software runs via JavaScript or integrated plugins, which provide a codeless installation experience.

Who needs to be compliant?

Under Title III of ADA, businesses "open to the public" both in the physical world and online are required to provide equal access to people with disabilities. AudioEye takes the guesswork out of ADA Compliance so you can deliver an accessible experience for every client. All site owners are responsible for reviewing and complying with local legislation applicable to site visitors.