



## Accessibility Services

Ensure compliance, promote inclusivity, and improve the user experience for all your customers.



**RWS Accessibility Services help you ensure compliance, promote inclusivity, and improve the user experience for all your customers.**

Content accessibility is the practice of making sure content is meaningful and functional for as many people as possible, including people with disabilities.

Accessibility is not only a regulatory requirement. It's also a good business strategy that ensures anyone with a disability has equal access to all content. In some cases, legislation enforces accessibility standards, and non-compliance can pose a risk to your company.<sup>1</sup>

Our expert services and technologies enable your content to be fully compliant with your local regulatory guidelines. Our consultative approach helps you build efficient content strategies and solutions that ensure accessibility is part of every customer's journey in all your target languages.

Much like a physical store or office, online products, services and digital experiences need to be available to everyone. Furthermore, as the population ages, accessing internet content will become a challenge for more and more people, making content accessibility increasingly important.

**Beyond corporate responsibility, accessibility helps drive company revenue by improving the customer journey for diverse audiences. With our global services, you can ensure your content is inclusive in any language and any market.**

## Our accessibility remediation services at a glance

**Inclusivity, compliance and improved user experience – in any language**



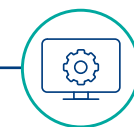
### Pre-recorded media

- Closed captions
- Audio description
- Descriptive transcripts
- Picture-in-picture (PIP) sign language



### Documentation

- Digital document remediation
- Descriptive audio conversion
- Braille
- Large print



### Websites and apps

- Assessment (WCAG)
- Remediation services
- Conformance report assistance

<sup>1</sup> Examples of accessibility standards and legislation include: [British Standard 8878](#), the [UK Equality Act](#), [European standard EN 301 549](#), the [European Accessibility Act](#), Section 508 and 504 of the US Rehabilitation Act, the [Americans with Disabilities Act \(ADA\)](#), the [Accessibility for Ontarians with Disabilities Act](#), the [Web Content Accessibility Guidelines \(WCAG\) 2.0](#), and [PDF/UA](#).

## How we help

### Compliance assessment

To determine your current state of compliance, our accessibility experts perform manual and automated testing on the relevant content.

All audits include testing with screen readers and other assistive technologies. Testers assess how the product conforms to the Web Content Accessibility Guidelines (WCAG), relevant state or national standards, and current best practice for UX design.

We deliver a summary report with remediation recommendations that can help guide your long-term accessibility strategy.

### Accessibility strategy consulting

Ongoing content compliance can be challenging for most enterprises. We partner with your team to ensure your content remains compliant through a customized strategy that takes into account:

- Technology needs
- The rate of content creation and updates
- In-house and outsourced capabilities
- Costs associated with various options

We work closely with you to deliver a comprehensive strategy to ensure all content, current and future, is compliant.

### Remediation services

Accessibility remediation is the process of retrofitting existing content and services for accessibility.

Our remediation professionals will modify any non-compliant documents, videos, websites and apps to ensure that they conform to the required accessibility criteria.

Our services are multilingual: we can remediate translated content to ensure all your language versions are accessible. And if you have content that requires translation, our tech-enabled localization and accessibility services are seamlessly integrated, so you don't have to worry about working with multiple providers. Our goal is to simplify and optimize your content journey.

If you need to meet short-term regulatory deadlines, we can also perform urgent and project-based remediation services to address ad hoc requirements.



We provide a range of remediation services to make all your different content types accessible.

### For pre-recorded media:

- **Closed captions**

On-screen text for all important audio content, including speech, non-verbal noises, and music. Sometimes called SDH.

- **Audio description**

Narration of the meaningful visual content of a video, delivered as a selectable audio track or text-to-speech file. Sometimes called video description or described video service (DVS).

- **Descriptive transcripts**

Transcript of the audio and/or visual information needed to understand the media and its intent.

- **Picture-in-picture (PIP) sign language**

The inclusion of a sign-language interpreter signing the video's audio track in the desired sign language. Embedded as a picture-in-picture box in the original media.

### For documentation:

- **Digital document remediation**

Evaluation and conversion of electronic documents (Word, PDF, PPT and Excel) for compatibility with assistive technologies.

- **Descriptive audio conversion**

Evaluation and conversion of text content into an audio file via a voice synthesizer or human voice actor. Provides clear and accurate reading of text for print-impaired users.

- **Braille**

Conversion of text to a printed Braille reading format.

- **Large print**

An alternative format for readers who have difficulties reading fine print or deciphering crowded text.

### For websites and apps:

- **Step 1:** Assessment for conformance with WCAG
- **Step 2:** Detailed reporting on identified issues or non-compliance, along with recommendations to remediate issues
- **Step 3:** Remediation – fixing defects and updating assets
- **Step 4:** Re-audit and QA (with RWS, this step can include linguistic, usability and accessibility testing – in any language)
- **Step 5:** Assistance completing conformance reports
- **Step 6:** Defining future roadmap and ongoing support plan

### For live events:

- **Sign-language interpreting**

Sign-language interpreting by professional interpreters. Provided on-site or remotely via web conferencing tools.

- **Live captioning of events**

Communication access real-time translation (CART) by professional human captioners using stenotype technology.

Find out how your organization can improve accessibility and broaden your reach.

[rws.com/accessibility-services](https://rws.com/accessibility-services)

#### About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: [www.rws.com](https://www.rws.com)

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