Closing the Technology Gap

An innovative opportunity to access new markets and distinguish yourself amongst your competitors

The Widening Technology Gap

The last few years has seen an unprecedented burst of innovation in technology that has become ubiquitous in our everyday lives: touchscreens are no longer just on our phones, but our microwaves and refrigerators; computing is no longer about number crunching but about a quick Wikipedia search to settle a dinner time family debate; television isn't just about watching, it's about recording, multiple screens and social media.

With this comes an ever-increasing technology gap for persons with disabilities (PWD). It does not have to be this way. With some thoughtful planning and design, most of these products can be adapted to better meet the needs of PWD and also become more usable for everybody.

Why this is a Concern for your Organization?

Did you know:

- On average, companies that pay attention to disability issues outperform their competitors.

- About 1 in 3 adults have some form of disability (meaning they have difficulty with at least one basic action or complex activity limitation).

- With the boomer generation now becoming the Silver Tsunami, the need for technology to adapt to serve persons with disabilities is greater than ever before.

Putting accessibility in your product development planning can seem overwhelming, but imagine the benefits when you are producing technology products that are accessible:

- You are open to a wider market.

- You build customer loyalty in a place that carries extraordinary meaning.

- You set the pace for your competitors.

- Complying with current and emerging regulations around accessibility and technology.

For more information please contact:

Harry Lew
604-412-7599 or harryl@neilsquire.ca

What Can Neil Squire Society Do for You?

We are experts on the problems faced by PWD and understand how to create solutions in a pragmatic, cost effective way:
- We are experts on the problem.
- We understand technology.
- We provide guidance about technologies used by PWD.

From product conception to production, we have a proven track record of helping businesses and organizations move towards meaningful accessibility, we can help you:

- Craft an accessibility road map that includes such key elements as:
  - product development road map
  - coordination of accessibility across departments within an organization building consensus and setting
  - achievable strategic accessibility targets
  - corporate education on accessibility issues

- Ensure that your product is both usable and accessible through professional testing.

- Identify accessibility pain points through our comprehensive audit framework.

- Fix website accessibility issues by delivering HTML done to accessibility standards.

- Create open data accessibility strategies around visualization of data (graphs, charts and maps).

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About the Neil Squire Society's Research and Development

The Neil Squire Society empowers Canadians with physical disabilities by removing barriers so that they can be active members of the workplace and our society, enjoying fulfilled, independent lives. We specialize in the use of computer-based assistive technologies, research and development of these technologies, as well as offer various employment programs.

Neil Squire Society's Research and Development has been a vibrant part of Neil Squire Society since its inception and has built a strong international reputation for its work in either finding new solutions or adapting existing technologies to meet the need. We are a team of highly-qualified and experienced engineers whose areas of expertise include electrical and mechanical engineering, signal processing, software development, focus group facilitation, human factors, internet accessibility and ergonomic design. Our experience in accessible websites and accessible web-based services has been extensive, covering not only accessible design but distance learning services and remote and automatic transcription services.

As the leading provider of technology assistance services in North America, having served tens of thousands of people with disabilities, quite simply, no one is better positioned to advise on how technology can support people with disabilities than Neil Squire Society. So if you are considering employing a talented person with a disability, or looking to design, test, or launch a new accessible product, Neil Squire Society can bring years of experience and access to one of North America's largest networks of people with disabilities to help you succeed and make a difference.

Find out more: http://www.neilsquire.ca/research-development

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Manager of Research & Development
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www.neilsquire.ca