The Case for Accessibility

Social/Business Case

The Social Case

Social model of disability

- Impairment/Disability
- Barriers in society disable people
- Removing these barriers is the key towards removing disabilities

Capabilities Approach

- Evaluates societies in terms of human well-being
- Emphasises that all human beings should have the capability to function in important ways if they so choose

- Life
- Bodily Health
- Senses, imagination, thought
- Emotions
- Practical Reason
- Affiliation

Policy Applications

- Basic dignity to the disabled
- Opportunities for education
- Accommodation for care-givers

The Business Case

The Business Case

...ka-ching!

- Building accessible websites makes good business sense
- Benefits both for users with impairments and for those without

- Impaired visitors may be more likely to use online services - whether e-commerce or searching for information

- Your site is available to a larger audience

- Visitors less likely to go to your competitors

- Provides a better experience to mobile users
- Ensures that your site is more easily found by search engines
- Lower maintenance and bandwidth costs
- Legal liability

A Quick Study

Legal and General

- UK Financial Services company
- Take up of some financial products via the site increased by 300%
- Maintenance costs were reduced by 66%
- Natural search improved by 50%
- The number of complaints about the inaccessibility of the web site fell to zero.

Bangalore Hotels – The Leela Kempinski hotels for accomodation in Bangalore, India

THE LEELA
PALACES ~ HOTELS ~ RESORTS
The Essence of India

• Reservations • Search GO

Local Temp : 70°F / 21°C **Time:** 07:35 IST

HOTELS OFFERS BUSINESS SERVICES RELAXATION & REJUVENATION WEDDINGS & CELEBRATIONS LIVE THE LEELA

HOTELS » THE LEELA PALACE KEMPINSKI BANGALORE

LEELA HOME

- MUMBAI
- BANGALORE
  - Accomodation
  - The Royal Club
  - Dining
  - Special Offer
  - Rates & Reservations
  - Meetings & Events
  - Services & Facilities
  - Photo Gallery
  - Getting Here
  - Reach Us
  - Know Bangalore
- GOA
- KOVALAM
- UPCOMING HOTELS

Ensconced in 9 acres of tranquility that includes an azure lagoon, The Leela Palace mirrors the lushness of the Garden City. Harking back to the royal heritage of the Vijaynagar Dynasty, our hotel earns it name by showcasing gold leaf domes, ornate ceiling and grand arches.

A+ A- print mail bookmark feedback

Special Weekend Offer

Done 1 Error

DOUG 1 Error

chrome://fangs - Fangs: Bangalore Hotels - The Leela Kempinski hotels for accomodation in Bangalore, India (http://www.theleela.com/hotel-bangal...

Fangs output for:Bangalore Hotels - The Leela Kempinski hotels for accomodation in Bangalore, India

Reload | Settings

Help and tutorial

Screen reader output | Headings list | Links list

Page has fifty-seven links Bangalore Hotels dash The Leela Kempinski hotels for accomodation in Bangalore, India dash Internet Explorer Link Graphic slash menu dash mumbai.gif Link Graphic slash menu dash bangalore.gif Link Graphic slash menu dash goa.gif Link Graphic slash menu dash kovalam.gif Link Graphic slash menu dash upcoming.gif Table with one column and two rows This page link x Close Table end Table with one column and eleven rows Table with three columns and eight rows Table with two columns and one row Title Combo box Mr First name star Edit Table end Last name star Edit Job Title star Edit Company name star Edit Address star Edit City star Edit State slash Province star Edit Zip slash Postal code star Edit Country star Edit Phone number Edit Fax number Edit Email Address star Edit Friends e dash mail Edit Table end Table with one column and two rows Submit button Table end Table end Table with one column and two rows This page link x Close Table end Table with two columns and six rows Combo box Select Hotel Table with four columns and one row Radio button Not checked Resident India Radio button Not checked Non dash Resident India Table end Submit button Table with one column and one row INR rates applicable only to Indian residents and foreigners with valid work permit in India Table end Table end Link Graphic The Leela Palaces tilde Hotels tilde Resorts dash The Essence of India List of two items bullet This page link Reservations bullet Search List end Edit GO button Local Temp colon seventy °F slash twenty-one °C Time colon seven colon thirty-four IST List of six items bullet Link Graphic Hotels bullet Link Graphic Offers bullet Link Graphic Business Services bullet Link Graphic Relaxations and Rejuveration bullet Link Graphic Weddings and Celebrations bullet Link Graphic Live the Leela List end Graphic The Leela Kempinski Bangalore Link Graphic Leela Home Link Graphic Mumbai Link Graphic Bangalore Hotel List of eleven items bullet Link Accomodation bullet Link The Royal Club bullet Link Dining bullet Link Special Offer bullet Link Rates and Reservations bullet Link Meetings and Events bullet Link Services and Facilities bullet Link Photo Gallery bullet Link Getting Here bullet Link Reach Us bullet Link Know Bangalore List end Link Graphic Goa Link Graphic Kovalam This page link This page link Link Graphic Upcoming Hotels Link FAIL left paren the browser should render some flash content, not this right paren . Link Graphic Increase Font Link Graphic Decrease Font This page link Graphic Print Link Graphic Mail Link Graphic Bookmark Link Graphic Feedback This page link Special Weekend Offer This page link Graphic Bliss Bangalore Combo box INR This page link Graphic View Details List of two items bullet Link Discover our newest hotels and resorts bullet Link Read the latest issue of our newsletter List end This page link Graphic Newsletter Sign Up Ensconced in nine acres of tranquility that includes an azure lagoon, The Leela Palace mirrors the lushness of the Garden City. Harking back to the royal heritage of the Vijaynagar Dynasty, our hotel earns it name by showcasing gold leaf domes, ornate ceiling and grand arches. Situated a mere mile from the Bangalore's international and domestic airports, The Leela Palace effortlessly marries the traditional past of Bangalore with its technological present. Liberally sprinkled with both business essentials and creature comforts, it is conveniently close to both Bangalore's business districts as well as its golfing greens. Sounds like a five star time, doesn't it? Graphic Factsheet Link Download Hotel Factsheet plus This page link Hotel Reservations copyright two thousand seven THE LEELA PALACES HOTELS and RESORTS plus Link Corporate Information plus Link News Room plus Link Rewards and Loyalty plus Link Careers plus Link Contact Us List of three items bullet Link Sitemap vertical bar bullet Link Privacy Statement vertical bar bullet Link Terms and Conditions for Use List end

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Link Graphic Increase Font Link Graphic Decrease Font This page link Graphic Print Link Graphic Mail Link Graphic Bookmark Link Graphic Feedback This page link Special Weekend Offer This page link Graphic Bliss Bangalore Combo box INR This page link Graphic View Details List of two items bullet Link

Discover our newest hotels and resorts bullet Link Read the latest issue of our newsletter List end This page link Graphic Newsletter Sign Up Ensconced in nine acres of tranquility that includes an azure lagoon, The Leela Palace mirrors the lushness of the Garden City. Harking back to the royal heritage of the Vijaynagar Dynasty, our hotel earns it name by showcasing gold leaf domes, ornate ceiling and grand arches. Situated a mere mile from the Bangalore's international and domestic airports, The Leela Palace effortlessly marries the traditional past of Bangalore with its technological present. Liberally sprinkled with both business essentials and creature comforts, it is conveniently close to both Bangalore's business districts as well as its golfing greens. Sounds like a five star time, doesn't it? Graphic Factsheet Link Download Hotel Factsheet plus This page link Hotel Reservations copyright two thousand seven THE LEELA PALACES HOTELS and RESORTS plus Link Corporate Information plus Link News Room plus Link Rewards and Loyalty plus Link Careers plus Link Contact Us List of three items bullet Link Sitemap vertical bar bullet Link Privacy Statement vertical bar bullet Link Terms and Conditions for Use List end

Authentic Boredom – Delivered weekly by Cameron Moll

http://www.cameronmoll.com/

janaagraha

Getting Started Latest Headlines

Authentic Boredom is the platitudinous web home of Cameron Moll.

cameronmoll.com – Personal website for Cameron Moll

Archives Jobs Linkage About Contact Wednesday, September 5

WELCOME TO AUTHENTIC BOREDOM

Recent job listings + "Job Perks" feature

– 03 September 2007 –

Shane Lennon, SVP, Strategy & Marketing at GyPSii, posted a freelance listing at Authentic Jobs recently and within a few days was all set:

> *We have gotten over 20+ responses and more than enough capable candidates. Great site and very impressed with the broad range of skills and expertise from people who applied.*

Full-time job listings continue to prove successful for employers, but the responses are typically less in number and take longer than freelance listings to accumulate, given the tight job market we're in with record unemployment lows in the industry. This is because **the candidate you want is likely already employed happily elsewhere.** In talking with employers who've used other job sites, it's apparent this is the norm across the board.

To address this, a few weeks ago we rolled out a new feature called **Job Perks**:

but you're also agile enough to mimic the look and feel of the work with a talented team on an exciting product.

Job Perks

Stock options, health plan, 401(k), free junk (and health) food, environment where creative contributions are welcomed, work

JOBS

Currently We're HIRING Full-time and freelance job opportunities. Post a job...

- [New York, NY] CSS Designer
- [Encino, CA 91436] Senior Web Developer
- [Freelance] ASP Developer

...view all jobs »

LINKAGE

PREMIUM LINKAGE

Premium Linkage here (RSS)

Netvibes, my saving grace for keeping life organized, has gone mobile. 30 Aug

Fun with the iPhone accelerometer, including source code. 30 Aug

Checkout, point of sale app for Mac. 30 Aug

Luke Wroblewski: Primary & Secondary Actions in Web Forms. Inevitably part of Luke's upcoming book, *Web Form Design Best Practices*. 30 Aug

Multi-Safari. Stumbled on this earlier this week needing to test for massive

Done

DOUG

Fangs output for:Authentic Boredom – Delivered weekly by Cameron Moll

Reload Settings

Help and tutorial

Screen reader output | Headings list | Links list

Page has sixteen headings and eighty-three links Authentic Boredom tilde Delivered weekly by Cameron Moll dash Internet Explorer Link Graphic cameronmoll.com tilde Personal website for Cameron Moll Authentic Boredom is the platitudinous web home of Cameron Moll. Link Graphic slash navLogo.gif Link Graphic Portfolio Link Graphic Archives Link Graphic Jobs Link Graphic slash navLinkage.gif Link Graphic About Link Graphic Contact Wednesday, September five Graphic Welcome to Authentic Boredom

Heading level one

Recent job listings plus "Job Perks" feature

Heading level two

tilde three September two thousand seven tilde Shane Lennon, SVP, Strategy and Marketing at Link GyPSii , posted a freelance listing at Authentic Jobs recently and within a few days was all set colon Block quote start We have gotten over twenty plus responses and more than enough capable candidates. Great site and very impressed with the broad range of skills and expertise from people who applied. Block quote end Full dash time job listings continue to prove successful for employers, but the responses are typically less in number and take longer than freelance listings to accumulate, given the tight job market we're in with record unemployment lows in the industry. This is because the candidate you want is likely already employed happily elsewhere. In talking with employers who've used other job sites, it's apparent this is the norm across the board. To address this, a few weeks ago we rolled out a new feature called Job Perks colon Graphic Screen grab showing Job Perks Job Perks is a simple feature that provides employers with an additional field to really sell their position left paren and company right paren . If I could, I'd encourage every employer to post their listing like Link this one . Alas, I believe being forthright about the benefits of the opportunity is the next best thing. Naturally, employers could include perks in the description about the position, but few do. Job Perks gives them an explicit reason to do so. left paren Incidentally, fellow job site provider thirty-seven signals wrote about Link writing better help wanted ads just last week. right paren Enough talk. Some recent listings are highlighted below. Full dash time left paren International right paren List of two items bullet London, UK Link Interaction Developer at Addison Corporate Marketing bullet Anywhere Link Talented CSS Web Designer at RocketTheme List end Full dash time left paren U.S. right paren List of nine items bullet Cupertino, CA Link Senior Visual Designer, Pro Applications at Apple Inc. bullet San Francisco, CA Link Senior User Interface slash Experience Designer at Big Tent Design bullet Tallahassee, FL Link Web Developer slash Programmer at Taproot Creative bullet Ithaca, NY Link Interface Designer slash Front End Developer at Cornell University bullet New York, NY Link Front dash end Designer slash Developer at Boom Design Group bullet New York, NY Link Advanced JavaScript Developer at KickApps bullet New York, NY Link Amazing User Interface Designer slash Engineer at First Look bullet Greenville, SC Link Interactiv Designer slash Art Director at Erwin dash Perland Interactiv bullet Greenville, SC Link PHP Developer at Erwin dash Perland Interactiv List end Freelance List of five items bullet Link Flash Developer at Estee Lauder Online bullet Link Flash Component Developer at Web Media bullet Link ASP Developer at newmediablends.com bullet Link Drupal Developer at Sideshow bullet Link Web designer at dietOut List end

Heading level five

Link Archived article Link three comments

Heading level one

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Recent job listings plus "Job Perks" feature

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Heading level five

Link Archived article Link three comments

Heading level one

Techniques for Making Webpages Accessible

Impairments

- Visual
  - Completely Blind
  - Partial/Poor sight
  - Colour Blindness
- Motor/Mobility
  - Keyboard/Voice Users
- Seizures/Epileptic
- Auditory
  - Hard of Hearing
  - Completely Hearing Impaired
- Cognitive/Intellectual
  - Jargon
  - Non-native English Speakers

Assistive Technology

- Screen readers (visual impairments)
- Large variety/range of devices (motor/mobility)
- Captioning (auditory)
- Simpler text (cognitive)

List of Techniques

- Structural markup
- Using tables appropriately
- ALT Text
- Using Colour
- Source Ordering
- Skip Links
- Forms and Buttons

Structural Markup

Structural Markup

...say *what?*

- HTML is primarily a descriptive language
- Using appropriate tags can ‘add meaning’, or semantic value to web pages

Some HTML tags

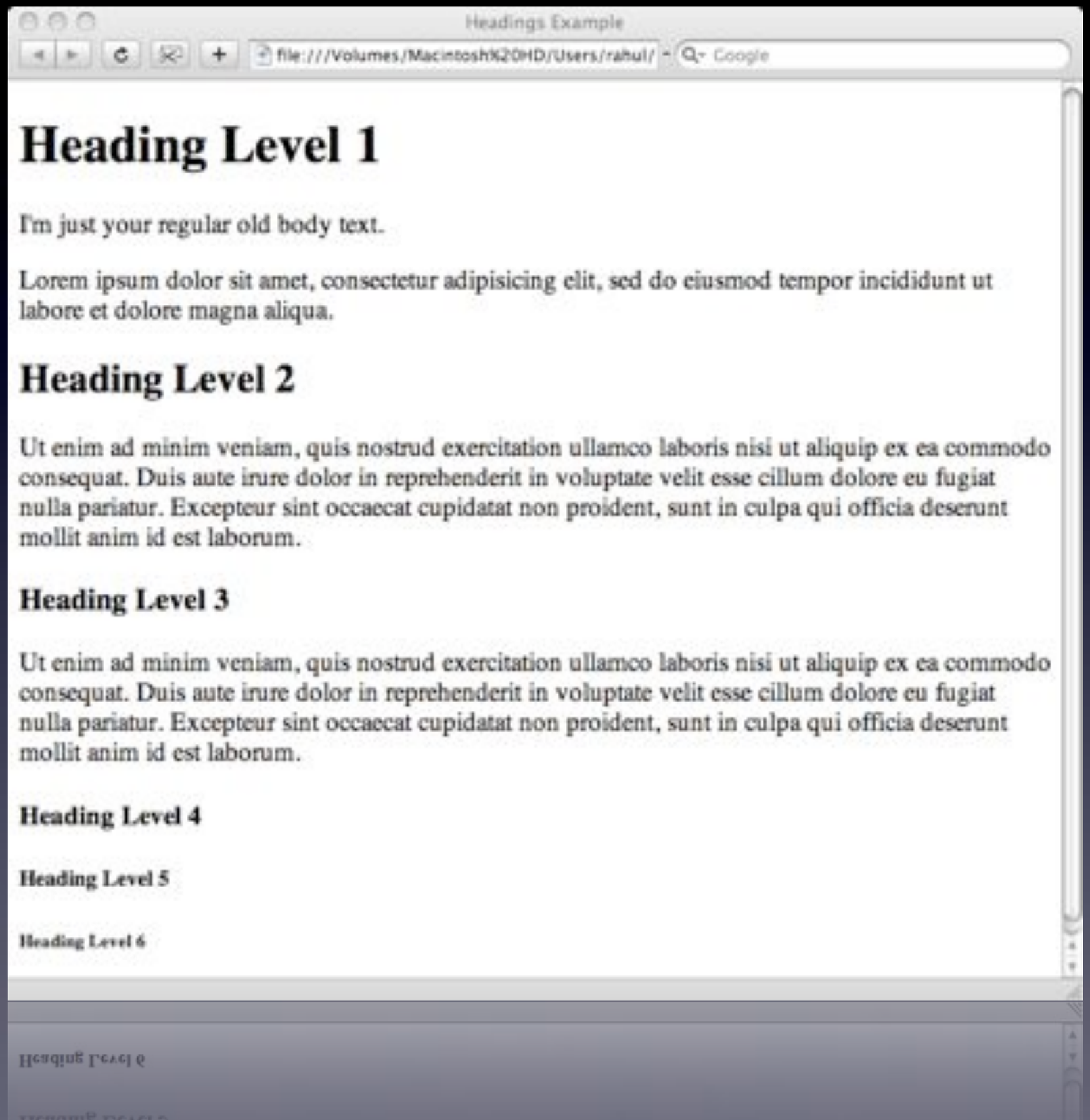
- Header tags (h1, h2, ..., h6)
- Quotation tag (blockquote)
- Emphasis (em)
- Strong (strong)
- Lists (ul/ol/dl)
- ...many more.

- Using appropriate HTML elements allows user agents to treat different groups of text...*differently*

Headings

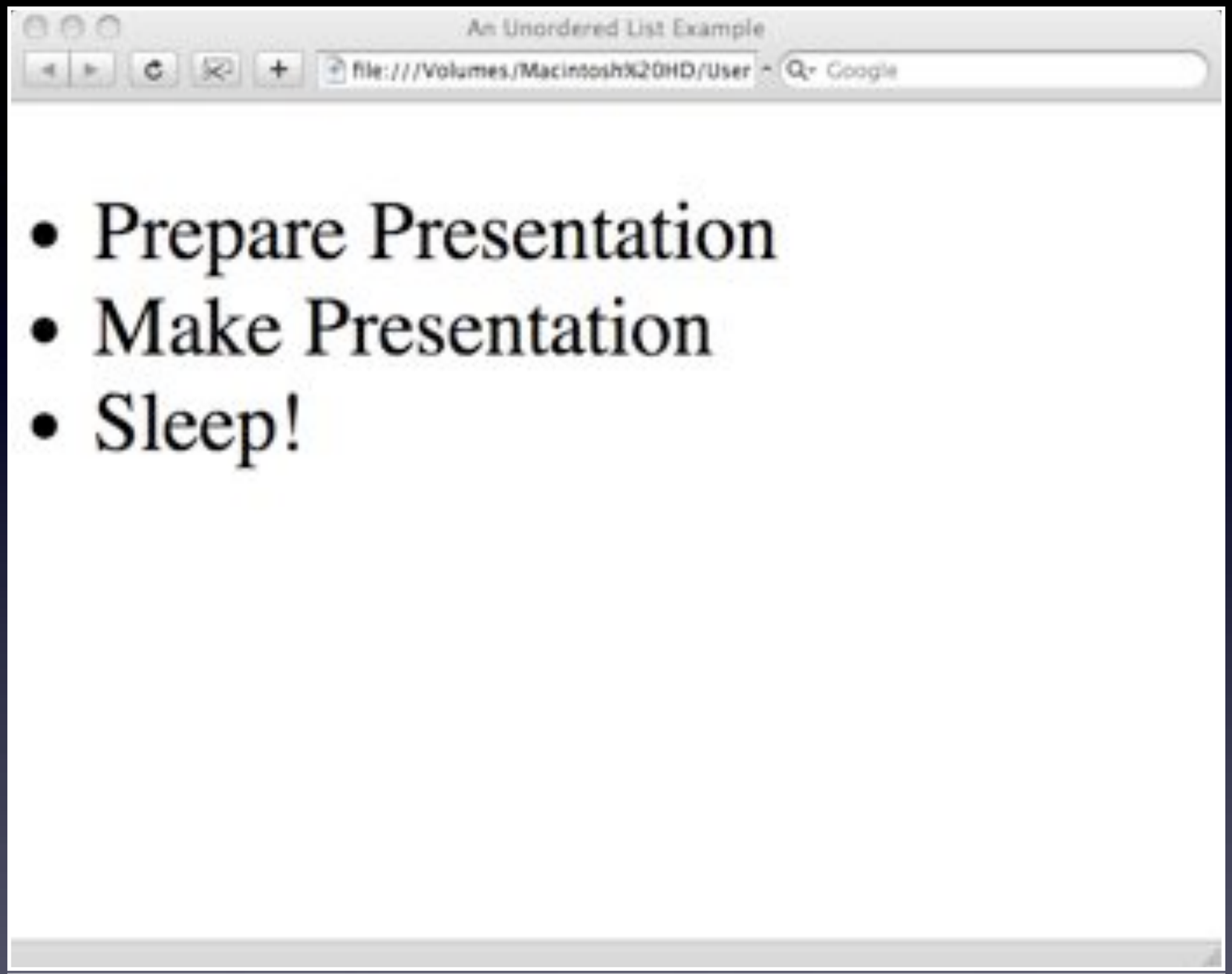
```
<h1>Heading Level 1</h1>

<p>I'm just your regular old body text.</p>

<h2>Heading Level 2</h2>

<h3>Headings Level 3</h3>
```

...etc.


Headings Example
file:///Volumes/Macintosh%20HD/Users/rahul/
Google
Heading Level 1
I'm just your regular old body text.
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Heading Level 2
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Heading Level 3
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Heading Level 4
Heading Level 5
Heading Level 6

An Unordered List

```
<ul>
    <li>Prepare Presentation</li>
    <li>Make Presentation</li>
    <li>Sleep!</li>
</ul>
```


An Unordered List Example
file:///Volumes/Macintosh%20HD/User
Google
Prepare Presentation
Make Presentation
Sleep!

- Screen readers can ‘summarise’ a page, by reading out all the headings on the page

- JAWS, a popular screen-reader, announces when quotations, marked up with the <blockquote> tag are entered and exited

- Data tables, lists, headings - all treated differently from body text

Being Well Marked Up

- Use appropriate HTML elements for different content
- Headings, lists, paragraphs, quotations, tables, emphasis

http://flickr.com/photos/hills_alive/1933917118/

Table Manners

- HTML originated in the scientific community
- Intended for displaying and sharing scientific papers

- Data tables were misused, to ‘lay out’ webpages

A butterfly's relatively enormous compound eyes are made up of thousands of ommatidia each of which senses light and images.

Adult

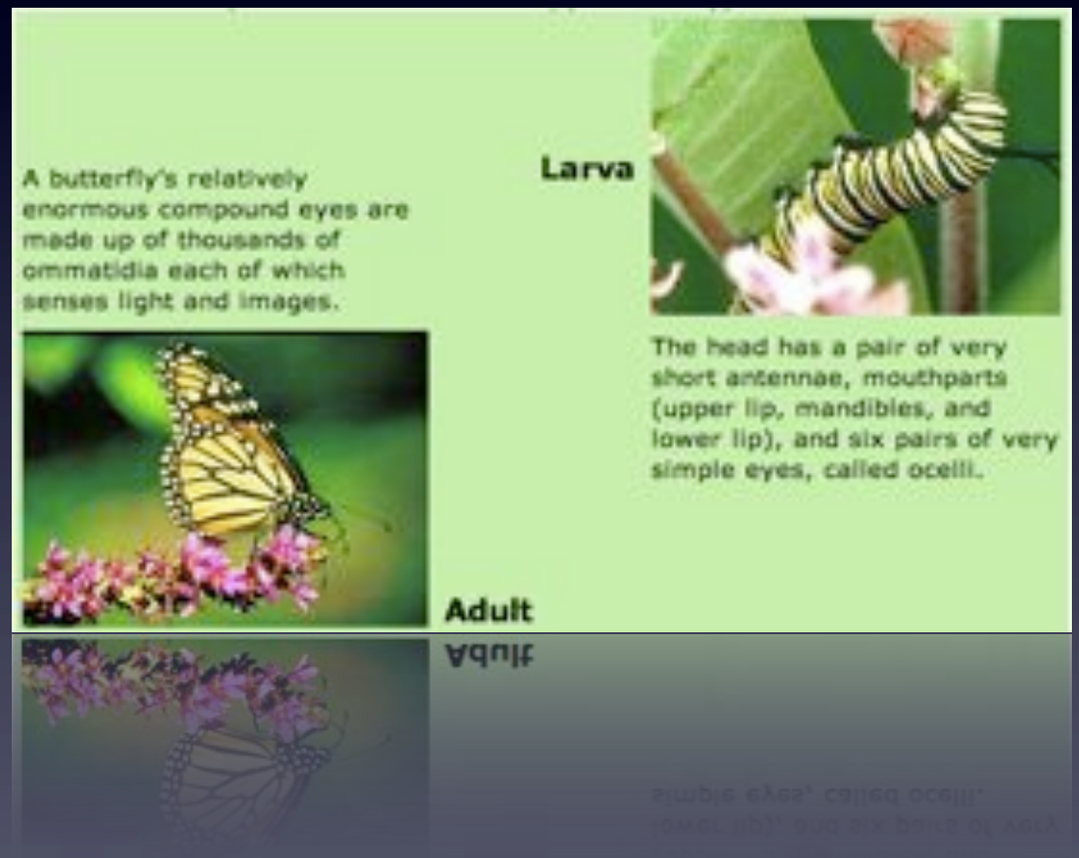
Larva

The head has a pair of very short antennae, mouthparts (upper lip, mandibles, and lower lip), and six pairs of very simple eyes, called ocelli.

1 A butterfly's relatively enormous compound eyes are made up of thousands of ommatidia each of which senses light and images.	2 **Larva**	3
4 	5 **Adult**	6 The head has a pair of very short antennae, mouthparts (upper lip, mandibles, and lower lip), and six pairs of very simple eyes, called ocelli. 7

- When linearised, table contents may not be read by assistive technology devices in an order that makes sense.

- 1 - A butterfly's relatively enormous compound eyes are made up of thousands of ommatidia each of which senses light and images.
- 2 - Larva
- 3 - Monarch Butterfly Larva
- 4 - Monarch Butterfly
- 5 - Adult
- 6 - The head has a pair of very short antennae, mouthparts (upper lip, mandibles, and lower lip), and six pairs of very simple eyes, called ocelli.



Balance Sheet

US-GAAP

	A	B	C	D	E	F
1	**Assets**	**Q1**	**Q2**	**Q3**	**Q4**	
2	**Current Assets**	7422303	2837128937	238718	128378	
3	Cash	Rs. 12,37,12,487	Rs. 21,48,74,78,128	Rs. 1,28,47,81,748	Rs. 28,47,81,274	
4	Accounts Receivable	Rs. 1,23,98,778	Rs. 12,84,78,127	Rs. 1,82,74,82,174	Rs. 28,14,791	
5	-Doubtful Accounts	Rs. 8,124	Rs. 2,47,18,274	Rs. 4,81,27,487	Rs. 18,47,82,174	
6	Inventory	Rs. 12,43,87,12,487	Rs. 18,24,78,21,748	Rs. 28,74,81,274	Rs. 1,28,47,21,487	
7	Temporary Investments	Rs. 1,24,87,12,847	Rs. 1,28,74,12,847	Rs. 1,28,47,28,147	Rs. 1,28,47,18,247	
8	Prepaid Expenses	Rs. 2,14,72,148	Rs. 1,28,47,81,274	Rs. 2,18,47,28,174	Rs. 2,18,47,214	
9	Other Current Assets	Rs. 24,78,247	Rs. 1,24,87,12,874	Rs. 1,24,87,821	Rs. 21,84,71,23,874	
10	**Total Current Assets**	Rs. 12,45,28,00,378	Rs. 43,70,94,03,284	Rs. 6,92,98,16,825	Rs. 24,91,07,89,078	Rs. 0
11						
12	**Fixed Assets**					
13	Long Term Investments					
14	Land					
15	Buildings					
16	-Accumulated Depreciation					
17	Property, Plant and Equipment					
18	-Accumulated Depreciation					
19	**Total Net Fixed Assets**	Rs. 0	Rs. 0	Rs. 0	Rs. 0	Rs. 0
20						
21	**Total Assets**	Rs. 12,45,28,00,378	Rs. 43,70,94,03,284	Rs. 6,92,98,16,825	Rs. 24,91,07,89,078	Rs. 0

Liabilities and Shareholders' Equity	**Q1**	**Q2**	**Q3**	**Q4**
Current Liabilities				
Accounts Payable				
Short Term Notes				
Current Portion of Long Term Notes				
Interest Payable				
Taxes Payable				
Accrued Payroll				
Other Current Liabilities				

How to use tables

- Avoid the use of tables as a layout mechanism
- Ensure that when linearised, tables read correctly
- Use HTML elements to make complex tables accessible to all visitors

ALT Text

Provide text alternatives for any non-text content so that it can be changed into other forms people need such as large print, braille, speech, symbols or simpler language

Non-text content

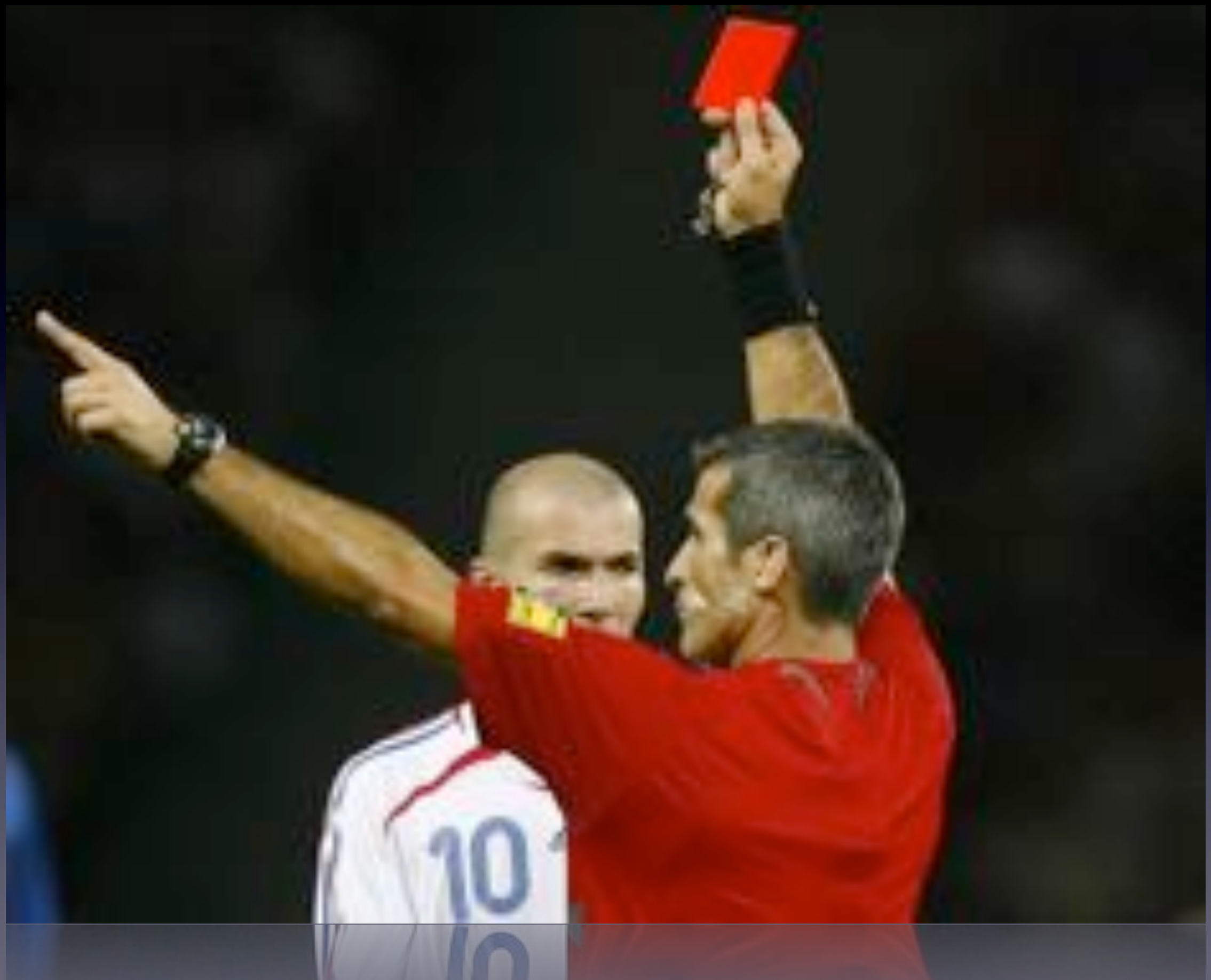
- Images
- Videos
- Sounds

Image Accessibility

- WCAG guidelines specify that all images MUST have a text equivalent
- “ALT” text
- “LONGDESC”

What you SHOULD do

- Ensure that all images have a text equivalent
- Ensure that audio files/videos have captions for the hearing impaired



Colour and Meaning

- Colour is a means of conveying meaning
- Visited/Unvisited links
- Document hierarchy
- Feedback

- Colour blindness affects approximately 4-8% of the male population
- Most common forms:
  - Protonopia
  - Deuteranopia
  - Tritanopia

If I confuse this item with something else, will I make a mistake? Will I be unable to do what I want?

- Links
- State changes
- Highlighting Information

Things to remember

- Care must be taken, while choosing colour combinations
- Avoid merely using colour to indicate an item
- Ensure that there is sufficient contrast between foreground and background colours

Source Ordering

- The WCAG 2.0 Guideline 3.2 specifies that web pages should "*appear and operate in predictable ways*"

- All internet users rely on preconceived notions of how webpages operate
- Especially true for visually impaired users
- Non-visual user agents parse webpages in a linear manner

- Modern design techniques allow the visual position of content to be different from the position of the content within the source code
- Present different experiences to different users

Centre for Learning

file:///Users/rahul/Websites/CFL%202.0/index.html

Inquisitor

CfL

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Centre For Learning

CFL is an alternative school started by a group interested in the educational philosophy of J. Krishnamurti. As a community of teachers, parents and children, we are concerned with learning. This learning involves not only academics and other life skills, but also a deeper learning about ourselves, our relationships and the way we respond to the challenges of life.

> *"Surely, education has no meaning unless it helps you to understand*

News!

Conference, December 2006

We are happy to share with you a brief account of our December 2006 conference, Educating for a Sane Society. Our aim was to gather a large number of teachers and educators from all over India (and abroad) in order to dialogue about some crucial areas of concern in education today. ...Read More

- Screen reader users may be given “body content” first, and “navigational content” second

Centre For Learning

CFL is an alternative school started by a group interested in the educational philosophy of J. Krishnamurti. As a community of teachers, parents and children, we are concerned with learning. This learning involves not only academics and other life skills, but also a deeper learning about ourselves, our relationships and the way we respond to the challenges of life.

> ISurely, education has no meaning unless it helps you to understand the vast expanse of life with all its subtleties, with its extraordinary beauty, its sorrows and its joys.I
> - **J. Krishnamurti**

More About

- Centre For Learning |
- J. Krishnamurti |
- CFL Education
- Staff |
- The Campus |
- A Day at CFL |
- Getting Here

News!

Conference, December 2006

Our mela this year is on astronomy. As usual, we have undertaken many different kinds of activities: experimentation, mapping, navigation, art, craft and drama. And, of course, watching the night sky. Read More

Walk to School, August 2006

Walk to CFL

The Walk To School on the 12th of August was a geat success! Students, teachers, Parents and many visitors, walked distances of upto 35 km on that day. Great weather, great spirits! At the end of the day, many felt, "We should do this again! Read More

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Source-ry

- There is considerable debate over this technique
- Significant research is needed to identify discernible patterns of interaction and to build towards those

Skip Links

- WCAG Guideline 2.4.1 specifies that blocks of content which are repeated over multiple web pages be bypass-able

- Sites often have “repeating blocks of content”, such as navigation menus
- Screen-reader users have to listen to these repeated on each page

- “Skip links” are intra-document navigation devices that allow users to skip past repeated blocks of content

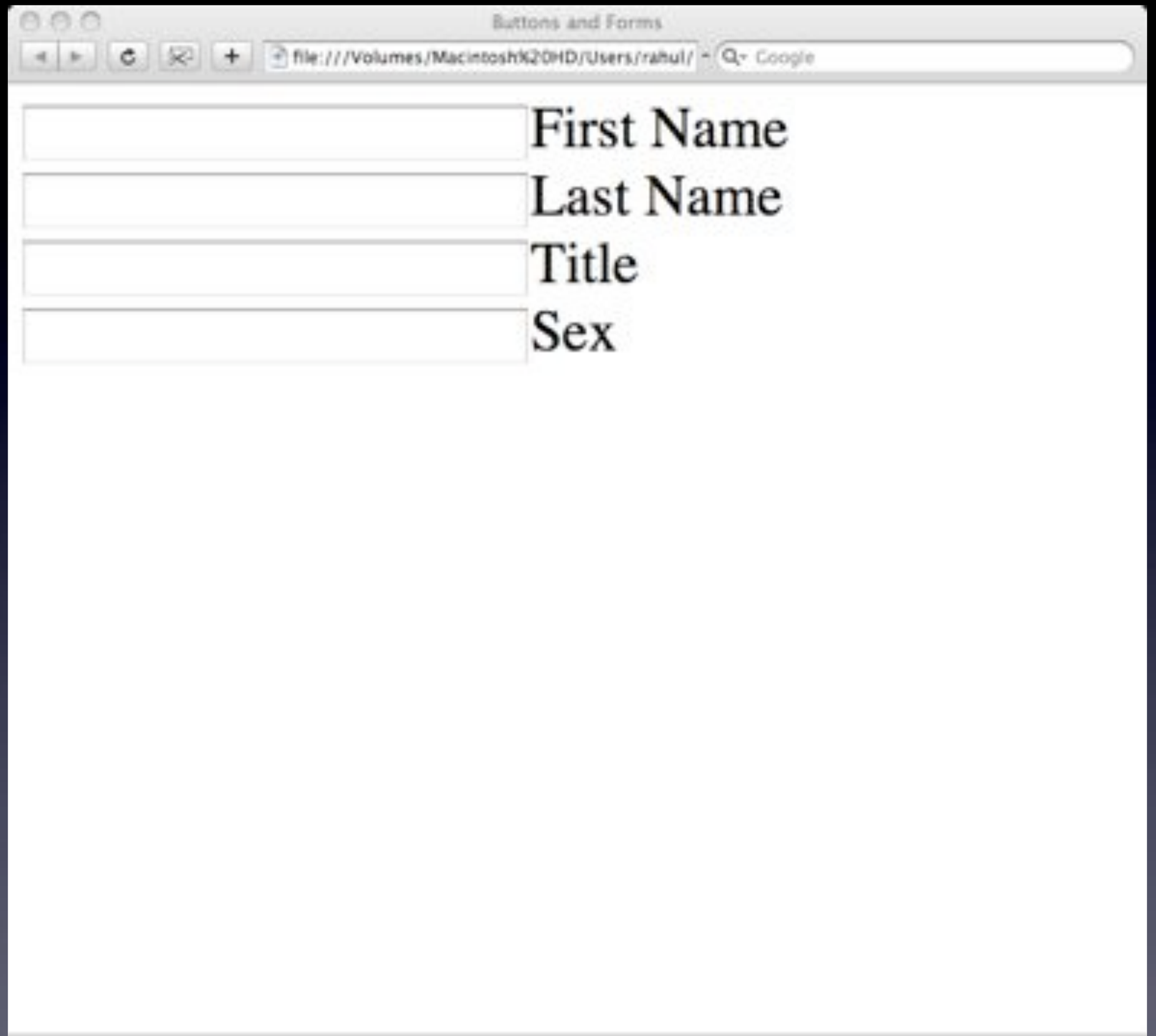
To skip, or not to skip...

- Screen readers and assistive technology devices have built in intra-document navigation features
- However, knowledge of these features is often limited to more experienced users
- Skip links can be a useful tool for keyboard and visually impaired visitors

Forms and Buttons

- Presentation of buttons and forms on the web are, by default, *ugly*
- Designers often use images to replace buttons on the web

- Forms which don't have labels associated with them, are extremely confusing, when linearised


Buttons and Forms
file:///Volumes/Macintosh%20HD/Users/rahul/
Google
First Name
Last Name
Title
Sex

- Using the <label> tag:
  - "Edit: First Name"
  - "Edit: Middle Name"
  - "Edit: Last Name"
  - "Edit: Title"
  - "Edit: Sex"

- Without the <label> tag:
  - "Edit"
  - "Edit"
  - "Edit"
  - "Edit"
  - "Edit"

Online Access Legislation

India and the UN

- India is now a signatory to the UN Convention on the Rights of Persons with Disabilities

Article 9

To promote access for persons with disabilities to new information and communications technologies and systems, including the Internet

Article 21

- *Urging private entities that provide services to the general public, including through the Internet, to provide information and services in accessible and usable formats for persons with disabilities*
- *Encouraging the mass media, including providers of information through the Internet, to make their services accessible to persons with disabilities*

Comparable Legislation

- Section 508 (*amendment to the Rehabilitation Act, 1978*), United States of America
- Common Look and Feel Standards, Canada
- Publicly Available Specification No. 78 - Guide to Good Practice in Commissioning Accessible Websites, United Kingdom

Where hence?

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