

CSUN
ASSISTIVE TECHNOLOGY
CONFERENCE

Audio Description Associates, LLC and ACTIVIEW
present



Access to Media--Only An App Away
AUDIO DESCRIPTION and THE INTERNET
April 21, 2018

with

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Director, Audio Description Project, ACB

and

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*“Audio Description provides a **verbal version of the visual** – the visual is made verbal, aural (he points to his ear) and oral (he points to his mouth). Describers use as few words as possible to convey that visual image for the benefit of people—all people, including children—who are blind or have low vision.*

It is meant to enhance, not replace the user’s own powers of observation.”

The Visual Made Verbal: A Comprehensive Training Manual and Guide to the History and Applications of Audio Description

Joel Snyder, Ph.D., American Council of the Blind, 2014

Current Delivery Mechanisms Audio Description for Media

- separate track on a DVD*
- "SAP"" channel for broadcast television*
- "special" players for web-based video*
- Often inaccessible*
- All require embedding of AD track by producer/broadcaster*

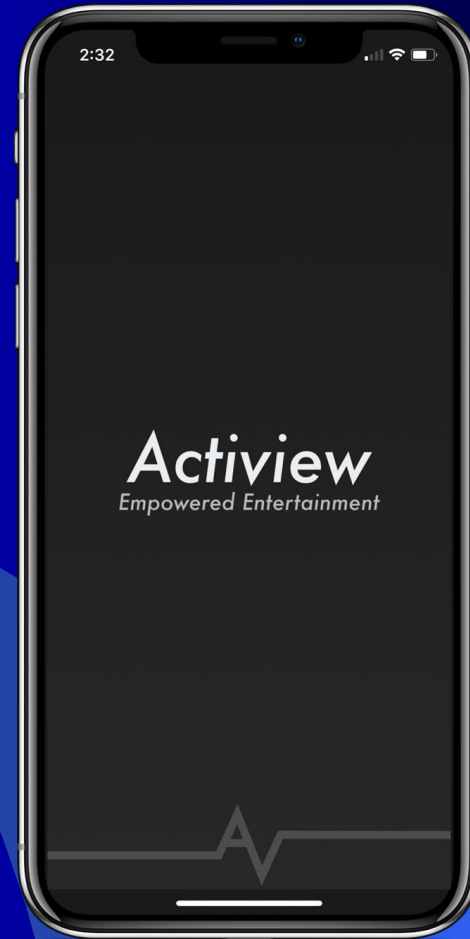
USA - Over 20 percent (or 60 million) of the population speaks a language other than English at home with over 50 million speaking Spanish.

EU - Number of non-nationals living in the EU is over 35 million (or 6 percent of the total population) with largest numbers residing in Germany, France, Spain, the United Kingdom and Italy. More than 75% of the foreign citizens in the EU live in the five countries where all English language movies are dubbed into the local language.

- *A smartphone application can deliver simultaneous, synchronized audio at the cinema or at home.*
- *It could allow hundreds of millions of moviegoers worldwide who are not fluent in their local language to access movies/cinema in their native language.*
- *It could deliver audio description for people who are visually impaired without the need of additional equipment at a theater.*

Actiview

The All-in-One App
for Access to Movies

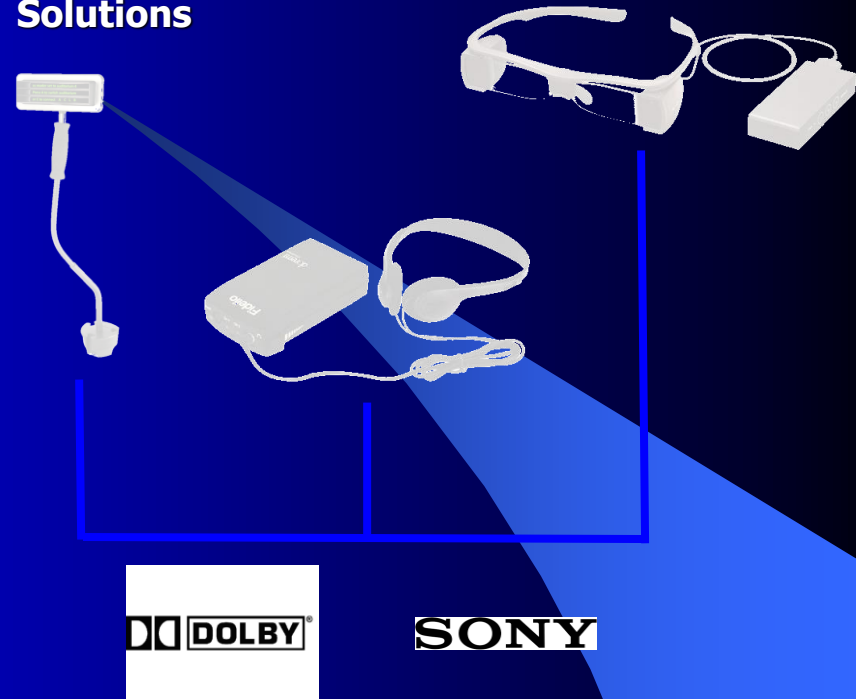


Theater Mandated Access Doesn't Work

Actiview began with the **mission of bringing a much needed update to accessibility** for the Deaf and the Blind in theaters.

Attendees with alternative needs shouldn't need to declare their disability to theater staff and use outdated equipment. **Entertainment should be enjoyable for everyone.**

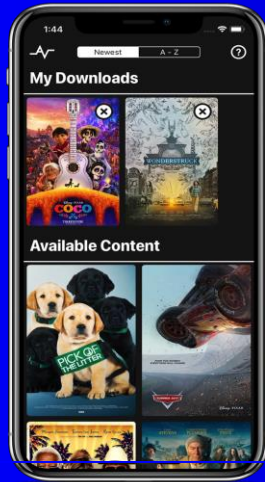
The Current Solutions



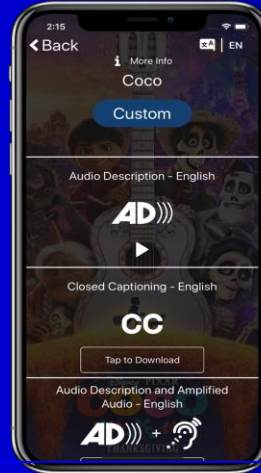
- **Not widely available**
- **Poor User Experience**
- **Designed a decade ago**
- **Expensive**

How Does it Work?

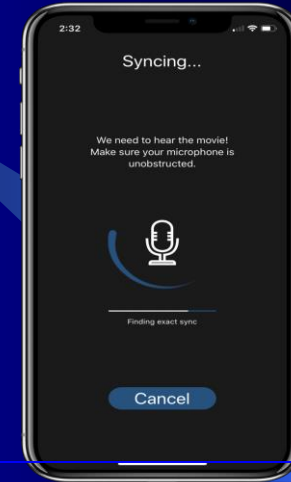
1. The user chooses a movie



2. The user chooses an accessible service they need



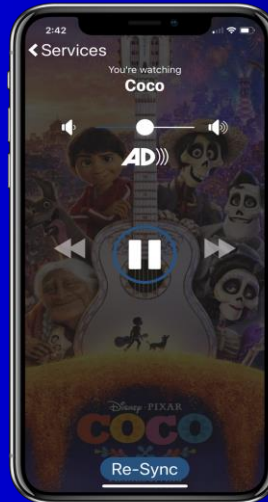
3. The app syncs automatically to the movie by listening



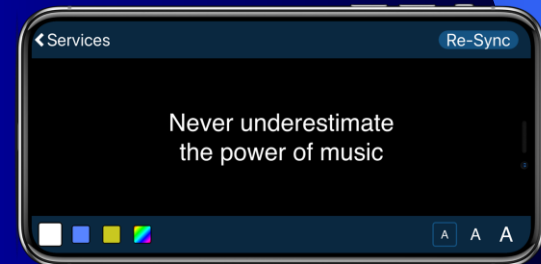
Setup

Playback

Playback begins immediately. The audio will come through the headphones for the **hard of hearing, blind, and ESL** users.



Captions, subtitles and sign language will playback for the **deaf and ESL** users as well.





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5th Audio Description Project Conference: July 1-3, 2018 – St. Louis, MO
14th ADP Institute/Training: July 4-6, 2018 – St. Louis, MO