



Adobe®

Process Management Solutions

Extending accessibility

From finding simple information to applying for loans online, the Internet makes it possible to extend our reach and enrich our day-to-day lives. For people with disabilities, the Internet is just as valuable but often not as accessible. Adobe extends its process management solutions by offering electronic documents that make information more accessible to people with disabilities.

Changing How People with Disabilities Use the Web

Adobe process management solutions allow customers, employees, and partners to effectively participate in your business processes. Adobe solutions provide greater accessibility by extending information and business processes to users with disabilities. These solutions support a variety of tools, including screen readers and magnifiers, voice input software, onscreen keyboards, and keyboard switches. This technology gives disabled audiences greater access to information and technology.

Adobe Form Server technology enables a unique form transformation known as accessible HTML (aHTML). The electronic form layout is changed by aHTML from its typical left-to-right, top-to-bottom configuration (screen shot on left) to a vertical column—making it easier for users to navigate and complete forms.

Adobe Accessibility and You

Adobe solutions can help your organization accomplish its accessibility goals.

Comply with Emerging Legislation

Countries around the world are developing and instituting legislation requiring Web-based information to be more accessible to their citizens.

In the **United States**, the federal government recently enacted section 508 of the Rehabilitation Act requiring federal agencies that acquire, develop, or maintain electronic and information technology to ensure accessibility for citizens and government employees with disabilities.

European Union member states are adopting action plans to ensure equal participation for all in today's knowledge-based economy. They have targets set for specific accessibility objectives and for review of legislation and standards to ensure conformity with accessibility principles.

Canada has published, as part of its Government Online initiative, guidelines for Internet accessibility.

Australia has policies for the accessibility of electronic commerce and new service and information technologies.

Empower All Employees

For disabled employees, equal access to information and core business processes are key factors in maximizing their opportunities and potential. Providing all employees with the right tools to perform their daily tasks will increase satisfaction and performance levels—which translates into greater efficiency and lower operating costs, directly affecting your bottom line.

Create Equal Opportunities

Adobe solutions can help you create a level playing field and make a positive change in the everyday life of disabled users. Consider the example of an employment application. Using an Adobe process management solution to create a Web-based electronic application form provides greater convenience for all audiences and equal opportunities for disabled users.

Reach a Large, Untapped Customer Base

Reaching untapped markets is a key business strategy. Providing Web access to all users allows anyone visiting your Web site to find out more about what you offer, subscribe to your content, or purchase goods and services without the need to visit or call. The United States Department of Commerce states that approximately one in five Americans, or 20% of the population of the United States, has some form of disability. According to a survey conducted by the government of Canada, in 1991, people with disabilities made up more than 15% of the Canadian population. These figures represent a large number of users that could be doing business with you. Providing convenient, accessible, Web-based information means you can offer disabled users products or services previously unavailable to them.

Adobe technology is making contributions toward reducing inequities faced by people who are blind or visually impaired.

