

# BrowseAloud ... look, click, listen



## Making Websites Talk ... Lets Accessibility Speak for Itself

**BrowseAloud** makes websites accessible to the 20% of the population who require online reading support. This includes those people with:

- ⊙ Literacy Difficulties
- ⊙ Mild Visual Impairments
- ⊙ Dyslexia
- ⊙ English as a Second Language

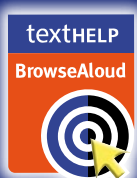
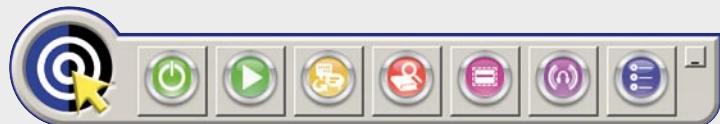
BrowseAloud works by reading website content aloud in a human-sounding voice at no cost to the website visitor and zero implementation for the website owner.

### What's New:

- ⊙ Floating Toolbar
- ⊙ Dictionary
- ⊙ Translation Tool
- ⊙ Screen Masking
- ⊙ MP3 Maker

### Continued Features Include:

- ⊙ High Quality Voices
- ⊙ Dual Colour Highlighting
- ⊙ Text Magnification Tool
- ⊙ PDF & Word Reading
- ⊙ International Languages



**Free Trial**

**Email:** [freetrial@browsealoud.com](mailto:freetrial@browsealoud.com) **Web:** [www.browsealoud.com](http://www.browsealoud.com)

## Website Owners

### Choose BrowseAloud to:

- ⊙ Reach a wider audience
- ⊙ Reduce barriers on the web
- ⊙ Improve your web accessibility
- ⊙ Help comply with legal obligations
- ⊙ Demonstrate corporate social responsibility

### Implementation:

- ⊙ No website changes
- ⊙ Virtual implementation
- ⊙ Client-side technology
- ⊙ Zero website downtime

“We introduced BrowseAloud to help our online visitors to access content more easily and this service is incredibly easy to use. Another great advantage is that it is completely free to our website users. We are confident that the accessibility of our websites has been significantly enhanced and we are reaching a much wider audience than ever before.”

**Dave Barrett,**  
Inclusion & Accessibility  
Manager, BT

“BrowseAloud was very easy for us to implement, with no downtime required on the website itself. From the users’ point of view, the application is easy to download and is free of charge.”

**Wendy Pain,**  
Web Services Manager,  
North Yorks County Council

# BrowseAloud Toolbar



**BrowseAloud** makes websites accessible to the 20% of the population who require online reading support. This includes those with:

- ⊙ **Learning Difficulties such as Dyslexia** – who may have difficulty processing written information
- ⊙ **Mild Visual Impairments** – who often find the font size too small or have difficulty distinguishing one colour from another
- ⊙ **Older Adults** – who may experience cognitive decline such as weakening of memory and attention
- ⊙ **English as a Second Language** – who don’t fully understand English and want to learn

The reading support provided by BrowseAloud goes beyond simply reading online content out loud. BrowseAloud includes features such as dual colour highlighting, text magnification, a dictionary, a translator, an MP3 maker, and screen masking. All features and options are accessed from an easy to use, floating toolbar.



## HOVER HIGHLIGHTING

Move the mouse pointer over text to hear it read aloud. Highlighting words as they are spoken provides audio/visual reinforcement that improves word recognition and comprehension.



## TEXT SELECTION

Select specific text to hear it read aloud. This feature allows users to select the exact text they wish to hear read aloud.



## TRANSLATOR

Translate word-for-word between each of five languages: English, French, German, Italian and Spanish. Translations are read aloud in the corresponding languages, improving word recognition, pronunciation and comprehension.



## DICTIONARY

Look up accurate definitions from an updated database of words and definitions. Website owners can add words and definitions to this dictionary for their own website.



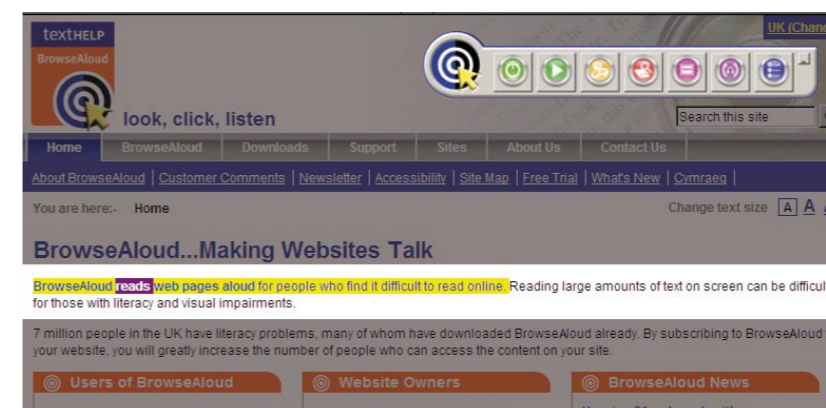
## SCREEN MASKING

Alter the appearance of the screen by adding a combination of selectable colour filters to either the whole screen with a letterbox reading window or with an ‘electronic ruler’. This masking feature can benefit those with certain visual impairments and learning difficulties.



## MP3 MAKER

Website Owners can make MP3 files to host and stream directly from their website. Website Visitors can convert any online text to MP3 and listen on the move.



## Website Visitors

### Why Use BrowseAloud:

- ⊙ Reads online content aloud
- ⊙ Improves word recognition
- ⊙ Aids reading comprehension
- ⊙ Enhances concentration
- ⊙ Helps with pronunciation of words

### Free Support:

- ⊙ Telephone technical support
- ⊙ Online video tours
- ⊙ Online user guides

“We strive to ensure all our services are as accessible as possible to our community. BrowseAloud helps us reach those who have difficulty reading information on our website and we believe it will be an invaluable tool to further enhance our accessibility initiatives to benefit the wider community”.

**Miranda Sykes,**  
Media and Marketing Manager,  
Cleveland Police

**Participants in an independent research study expressed their thoughts on BrowseAloud:**

“Good clear voices”

“It was very fast and easy to use”

“It saves you from reading”

“It’s confirming what I’m reading”

“You don’t have to read, you can just listen to it, which is great, it’s really good”



## Consider the Facts:

- ⊙ There are approximately 10 million disabled people in the UK. <sup>1</sup>
- ⊙ It is estimated that 10% of people in the UK have dyslexia to some degree, and up to 4% are severely dyslexic (over 2 million people).<sup>2</sup>
- ⊙ Approximately 2% of the population in the UK have a learning disability.<sup>3</sup>
- ⊙ Approximately 2 million people in the UK have significant sight loss.<sup>4</sup>

<sup>1</sup> Employers' Forum on Disability

<sup>2</sup> British Dyslexia Association

<sup>3</sup> [www.learningdisabilities.org.uk](http://www.learningdisabilities.org.uk)

<sup>4</sup> [www.readingsight.org.uk](http://www.readingsight.org.uk)

## Legal Obligations & Social Responsibility:

- ⊙ **Disability Discrimination Act 1995** “makes it unlawful for a service provider to discriminate against a disabled person. They must make ‘reasonable adjustments’ for disabled people, such as providing extra help or making changes to the way they provide their services.”
- ⊙ **Disability Equality Duty 2006** “requires all public bodies to actively look at ways of ensuring that disabled people are treated equally.”
- ⊙ **W3C Web Accessibility Guidelines** “explain how to make Web content accessible to people with disabilities. The primary goal of these guidelines is to promote accessibility.”



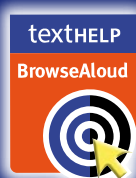
## System Requirements:

### Operating Systems:

Windows 7, Vista, XP  
Pentium Processor 800MHz + upwards  
Sound Card + Speakers  
15MB Free Disk Space

### Recommended Browsers:

Internet Explorer 6, 7 or 8, Firefox 3.5  
For PDFs: Acrobat Reader 9



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