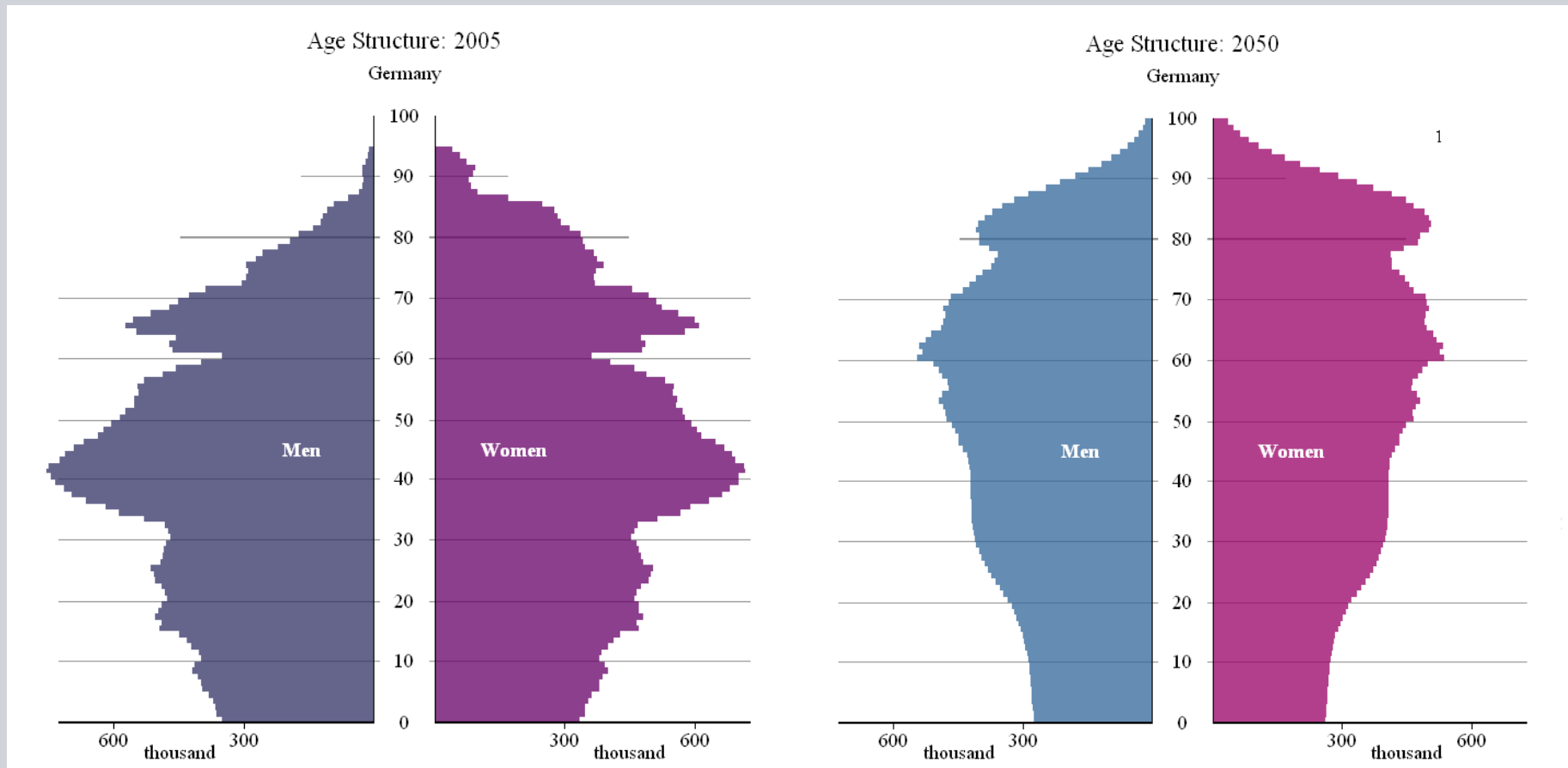


Web Accessibility - Challenges and Opportunities

Webmontag, 26.10.2009

**Siemens Accessibility Competence Center
Ginger Claassen**

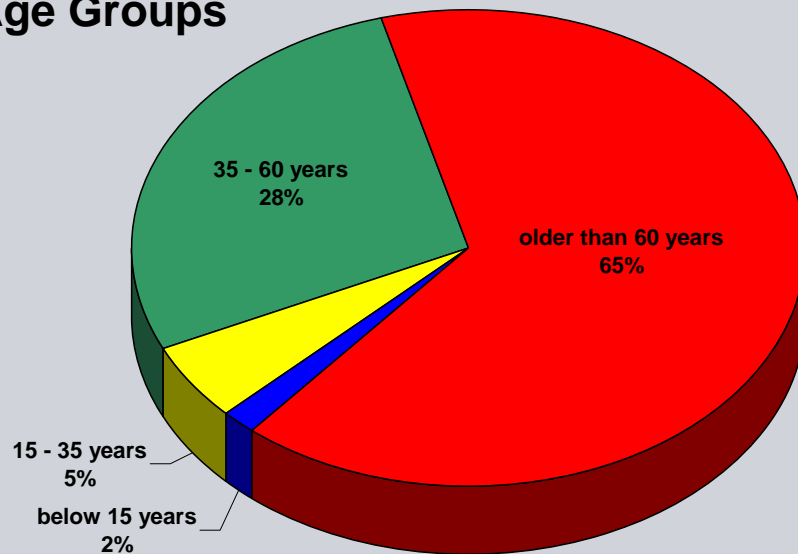
The Double Aging Effect



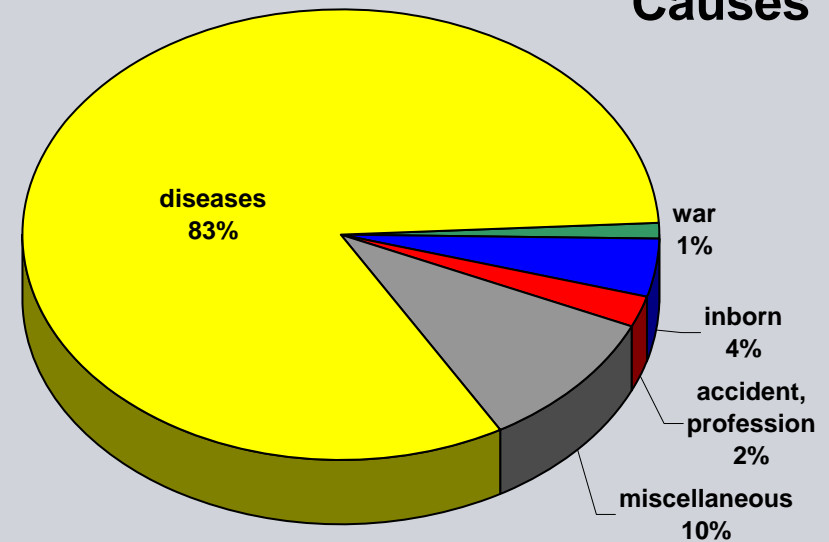
Source: Statistisches Bundesamt 2006

Age Groups and Causes for Impairment

Age Groups



Causes



Most Impairments are caused by Diseases or Injuries.

Source: Statistisches Bundesamt 2007

Definitions of Design for All

- **Accessible design:** “Design focussed on principles of extending standard design to people with some type of performance limitation to **maximize the number of potential customers** who can readily use a product, building or service.”

(ISO/IEC Guide 71)

- **There are three main strategies for DfA:**
 - design for most users without modifications,
 - design for easy adaptation to different users
 - design with a view to connect seamlessly to assistive devices.

(European Commission)

Assistive technologies

- **Blind**
 - **Screenreader**
 - **Braille displays**

- **Visually impaired**
 - **Screen magnifyer**

- **Motor impaired**
 - **Special keyboards**
 - **On-screen keyboard**

Guidelines

- **W3C WCAG2.0**
- **BITV**
- **Company guidelines**
- **Checklists**

Contact

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