

MEDIA RELEASE

- "Ai-Live™" Wins ABC's *New Inventors* episode -
- National Pilot Readies for Launch -
- Respeaker WordNerds Wanted -

24 June 2010

Deafness services innovator Ai-Media has achieved another breakthrough for its world-first education service for deaf and hearing impaired students – Ai-Live™ – by winning last night's episode of the ABC's *New Inventors* program.

"*The New Inventors* provided a great framework to showcase Ai-Live™ and tell our story – that innovation using technology to deliver improvements in access can really change people's lives for the better", Ai-Media co-founder and CEO, Tony Abrahams said.

Ai-Live™ has been designed to allow deaf and hearing impaired students to participate fully in mainstream schools and also to provide access to higher education, work, community courses and conferences. Ai-Media is finalising the launch of a national pilot of Ai-Live™ across all these markets and is seeking expressions of interest for those keen to participate.

Three and a half years in development, Ai-Live™ uses broadband technology and a unique system created in Australia that delivers word-accurate live captioning into classrooms using a remote respeaker. Text is streamed to a laptop in the classroom in less than 7 seconds so that students with hearing impairments can easily follow any teacher's lesson.

Ai-Media is currently recruiting "WordNerds" with the aptitude to listen and respeak simultaneously (with punctuation) to power the service. Employment and training opportunities will be offered through the Ai-Skills™ development program and successful respeakers will be able to work from home. People interested should register under "Job Seekers" at www.ai-live.com.

Ai-Media co-founder and director and Chairman of the Deafness Forum of Australia, Alex Jones added: "Ai-Live™ is a timely development and we hope it can play a role in helping to shift thinking on how, as a community, we can better include people with disability in society. Ai-Media supports proposals for a National Disability Insurance Scheme currently being considered by the Productivity Commission to help realise this."

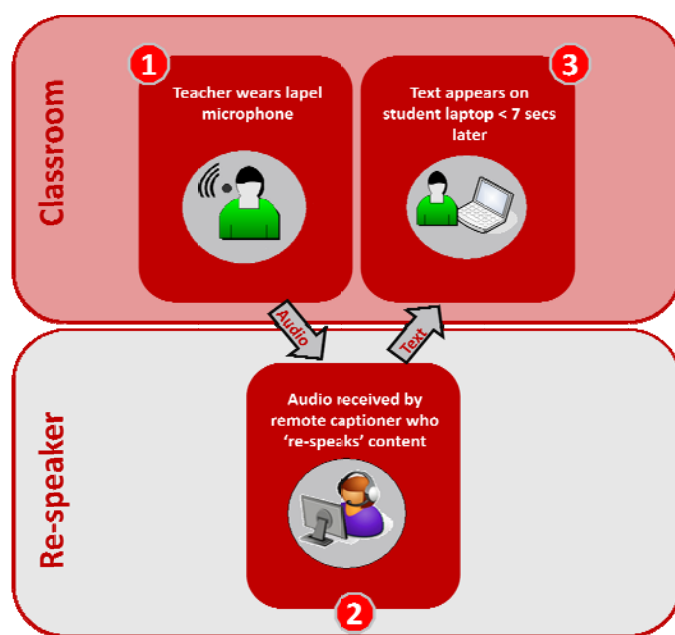
Priority registration closes 26 June at www.ai-live.com for:

- Ai-Live™ @ School
- Ai-Live™ @ Uni and TAFE
- Ai-Live™ @ Work
- Respeaker WordNerds

Want to view the New Inventors episode?

Catch up on iView or on the New Inventors website.

How Ai-Live™ Works:



Ai-Live™ works by having teachers in mainstream classrooms wear a lapel microphone. A teacher's live speech is then relayed by broadband technology to a skilled, hearing-able person – who could be located working from home for example - who “respeaks” the lesson into software that instantaneously translates it into text on a screen. The text is then transmitted via the internet to a deaf student's laptop in the originating classroom with only a few seconds delay. During development, it has been proven that deaf students can follow ordinary lessons with ease, improving their literacy and learning without interruption to regular classroom activity.

About Ai-Live™:

Access Innovation Media (Ai-Media) is a social enterprise that develops and delivers access services for media, education, business and government clients to ensure their content is available to people with hearing and vision impairments.

The company provides the following services:

- Pre-recorded captioning and subtitling for television, DVD, online and corporate presentations
- Live captioning using respelling and steno methodologies for broadcast, conference, meetings, online and mobile
- Transcripts
- Audio description

Ai-Media introduced large-scale cost-effective captioning to subscription television in 2004 – a service that has now grown to deliver over 120,000 hours across 45 channels annually.

Ai-Media clients have won an unprecedented 21 Captioning Awards over the last 5 years.

Further information: Jo Booth, Ai-Media, 0412 233 900; 02 9813 6780
www.ai-media.tv | www.ai-live.com | twitter @AccessInclusion | Facebook: AccessInclusion

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