

MEDIA RELEASE

Ai-Media Endorses New Cinema Access Innovations for Hearing and Vision Impaired

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Disability services innovator Ai-Media said today's launch by the Parliamentary Secretary for Disabilities, Mr Bill Shorten MP, of new cinema access initiatives for people with hearing or vision loss or impairment was a landmark advance for Australia.

Ai-Media's co-founder and Chief Executive Officer Tony Abrahams said the plan unveiled by Mr Shorten, cinema industry, and disability community leaders, to roll-out new captioning and audio description services in cinemas nationally was a win-win for the cinema industry and millions of entertainment consumers with disability.

"This is a great example of how people's lives can be improved with the right combination of community leadership, new technology, business intelligence and the goodwill of industry and consumers," Mr Abrahams said, "More progress was made in one meeting by committed leaders than has been achieved in the previous decade. This agreement will see a 20-fold increase in accessible cinema sessions within 5 years. It is a great result in anyone's books."

"Ai-Media is a captioning services leader and major supporter and developer of better access for people with disability. We applaud all those involved in bringing these new cinema services to reality."

Ai-Media co-founder and director, and the Chairman of the Deafness Forum of Australia, Alex Jones, spoke at today's cinema access launch with other industry leaders.

Ai-Media recently launched Ai-Live™ - an education captioning innovation designed to allow deaf and hearing impaired students to participate fully in mainstream school classes*.

Mr Abrahams said: "If Australia can achieve a National Disability Insurance Scheme, it will inspire even greater advances in access service innovation; and social and economic benefits will follow to the whole community. There are 800,000 Australians out of work simply because they have a disability. With a bit of imagination and creativity, I'm sure we can get that number down."

About Ai-Media:

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 word accurate speech to text solutions.

*Ai-Live™ uses broadband technology and a unique system created in Australia by Ai-Media that turns teachers' spoken lessons into text that is then streamed live back to students' laptops in the classroom in less than 7 seconds so that students with complete hearing loss or impairments can easily follow.

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