

MEDIA RELEASE

Ai-Media Launches New Ai-Live Captioning & Transcripts Booking Portal for Hearing Awareness Week

Faster and Easier Access for Deaf and Hard of Hearing in Education and Workplaces

20 August 2012

To mark Hearing Awareness Week, leading disability services innovator Ai-Media is launching an interactive online portal that promotes fast and easy access to its award-winning Ai-Live captioning and transcription services for deaf and hard of hearing Australians in schools, tertiary education, workplaces and at conferences.

The new interactive site, ai-live.com, enables its growing numbers of users to book and manage their Ai-Live resources at their convenience 24/7.

Ai-Media CEO Tony Abrahams said: "The new ai-live.com site is intuitive and quick. Clients can book a session from their desktop, laptop, mobile or iPad in minutes."

In readiness for the National Disability Insurance Scheme (NDIS), Ai-Media is improving usability with a focus on the individual's needs. "We continually shape our products by listening to our clients and truly understanding how we can help them participate. This process ultimately facilitates the growth of a more equitable and innovative society", Mr Abrahams said.

The new ai-live.com site is supported by Commercialisation Australia.

Current Ai-Live clients continue to provide positive feedback. Bradley Doonan from Telstra said: "Ai-Live has been instrumental in allowing my participation in conferences and meetings with colleagues, whether they are local or interstate. I have acquired more knowledge and confidence in the work that I do."

New South Wales High School graduate Rabia Muhammad said: "I used to sit in class wondering what's happening. With Ai-Live I can understand fully. I was very happy with what came up on the screen and I got really excited. I'm not being left out anymore."

By listening to customers Ai-Media continues to innovate with new products and services. Ai-Media released Ai-Live 3.2 early in 2012. Following the launch of the new services through ai-live.com, the company will release additional products over 2012 and 2013.

“The continued development of Ai-Live is providing people with disabilities the opportunity to participate in ways that were not considered possible just a few years ago. Ai-Media is committed to leading the way to ensure that barriers to full participation continue to be lowered through innovation and consultation”, Mr Abrahams said.

Further information: Tony Abrahams, Ai-Media CEO – 0405 369 652

About Ai-Media:

Ai-Media is a social enterprise founded in 2003 and dedicated to ending the social, educational and vocational exclusion that people with disability face.

Ai-Media provides television captioning and web accessibility services. In 2010, Ai-Media launched Ai-Live™, a breakthrough internet-based captioning service that enables deaf and hearing impaired students to participate easily in mainstream classrooms. Ai-Live™ is now available in the workplace and tertiary education institutions to assist people with disabilities to learn and communicate, and is supported by Commercialisation Australia.

More information: www.ai-media.tv and www.ai-live.com