

MEDIA RELEASE

Ai-Media Expands Beyond Deafness Services

21 December 2012

Australian technology innovator Ai-Media today announced initiatives to grow its breakthrough education and workplace services, and expand beyond deafness-related markets in Australia and overseas.

Ai-Media announced three key business developments involving the company's unique "Ai-Live" internet-based, real-time captioning and transcription service:

- The Federal Government's Commercialisation Australia program has agreed to support Ai-Live's expansion into non-deaf markets, including students and adults with autism and other disabilities, with a further grant of \$264,000.
- Ai-Media has won a competitive tender under the Victorian Department for Education and Early Childhood Development's More Support for Students with Disabilities National Partnership. Under the leadership of the Victorian Deaf Education Institute (VDEI) the Ai-Live service will provide real time captioning to students in schools across Victoria.
- Pilots of Ai-Live will be launched internationally in 2013.

Ai-Media's Chief Executive Officer, Tony Abrahams, said: "Since its launch in 2010, Ai-Live has been proven as a powerful learning and communications tool for the deaf and hard of hearing in schools, tertiary education, workplaces and conferences. We are delighted to be working with the Victorian Deaf Education Institute to bring real-time captioning to Victorian schools. The next step is to apply our technology more widely to assist more people, both in our home market in Australia and overseas.

"We believe Ai-Live can assist people with other disabilities, as well as people without a disability. Everyone is looking for better ways to learn, connect and participate; and we believe there are many more people who can benefit from low cost, portable, high quality, real-time captioning. Greater scale of Ai-Live will support more innovation and improvements for every user."

Ai-Live commenced by captioning lessons and conversations in classrooms and meetings. Using a microphone on the original speaker, the spoken words are sent live to a trained "re-speaker" who uses software that converts speech into text that is sent back over the internet to screens read by the client in the originating classroom or meeting room. In 2012, Ai-Live added improved on-screen graphics; Web Content Accessibility Guideline-compliant features designed for people with disability; text that is optimised for colour blindness; and new displays optimised for iPads and tablets. A further major release is scheduled for the first half of 2013.

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About Ai-Media

Ai-Media is an education and technology innovator 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, as well as its flagship Ai-Live service (supported by Commercialisation Australia) that provides live accurate captioning and transcripts to iPads, tablets and laptops – beneficial for students with hearing impairment, autism, cerebral palsy, and those developing literacy. Ai-Media is an approved provider of ICT Accessibility and Audiovisual & Theatre services to the Australian Government to ensure compliance with WCAG 2.0 "A" and "AA" standards.

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