MEDIA RELEASE

Ai-Media Provides Independent Quality Assurance

9 May 2013

Education and disability services innovator Ai-Media today announced it had engaged an independent auditor to provide quality assurance services.

Ai-Media CEO, Tony Abrahams, said the company has engaged the services of Mr Robert Scott – one of Australia's most experienced and respected captioning industry professionals – to verify Ai-Media's commitment to deliver captioning services of the highest standard.   Quality auditing will be applied across Ai-Media's full suite of captioning solutions – including its broadcast, government, education, and corporate services in Australia and the UK.

"Quality is front and centre of everything we do at Ai-Media, as delivered through our Ai-Skills™ training, accreditation and quality assurance framework" Mr Abrahams said, "Mr Scott will independently assess our captioning quality based on a robust, measurable and verifiable system consistent with international best practice. Audit reports will be made available to our clients, and will drive continuous improvement."

"Mr Scott is a standout industry leader with an intimate understanding of the regulatory, technical and commercial dimensions of captioning quality. He has developed an impressive methodology for assessing captioning quality, which I hope will form the basis of an industry standard."

Mr Robert Scott said: "Ai-Media has shown leadership and innovation in prioritising captioning quality. Access is being delivered in new ways with new technology, but quality remains paramount for the captioning user."

"I look forward to providing an independent assessment of Ai-Media's quality systems, processes and captioning outputs, across all markets. Ahead of the Australian Communications and Media Authority (ACMA) Captioning Quality Standards coming into force next month, I will focus on pre-recorded and live television; as well as captioning for schools, universities and workplaces across Australia and the UK."

Further information: Tony Abrahams +612 8870 7700

Ai-Media
Ai-Media is an Australian-based business that provides offline and live captioning and transcription for broadcast, government and education clients. Its Ai-Live service 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 stenocaptioner or "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. After winning two competitive Commercialisation Australia Grants, Ai-Live is being launched internationally in 2013 following successful pilots across Australia since 2010. 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

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