

## Siteimprove Next Gen Accessibility Descriptive Transcript

Music playing as a reflective rectangle in motion appears.

Text: An inclusive web experience is no longer optional.

Rectangle multiplies into dozens, all moving and spinning in a pattern.

Text: Because user expectations are evolving.

Text: And accessibility regulations are expanding.

The word expanding duplicates in a line repeatedly until it goes off screen.

Text: Making it harder for organizations to keep up.

The reflective rectangles begin spinning in a circle around the text.

Text: We're here to help.

Rectangles appear falling from the top of the screen, but a teal light shines and intermingles with them, and the teal light shines in the rectangles.

Text: Help you stay ahead.

Text: Siteimprove Accessibility.

Text: Developed in collaboration with W3C and industry leaders.

A computer monitor appears underneath the falling rectangles with the international symbol for accessibility on it. The teal light appears over it. Then the rectangles and teal light converge and are folded into the computer monitor screen. The background switches from dark to light.

Text: Confidently work towards compliance.

A tile appears with a list titled: Checks based on the latest W3C standards:

- 1.1.1 A Non-text Content
- 1.2.1 A Audio-only and Video-only (Prerecorded)
- 1.2.2 A Captions (Prerecorded)
- 1.2.5 AA Audio Description (Prerecorded)
- 1.3.4 AA Captions (Live)
- 1.4.4 AA Resize text
- 1.4.1 A Use of colour
- 1.4.2 A Audio control

- 1.4.8 AAA Visual presentation
- 1.4.10 AA Reflow
- 2.1.1 A Keyboard
- 2.2.1 A Timing adjustable
- 2.2.4 AAA Interruptions
- 2.4.10 AAA Link purpose (Link only)

Then the list scrolls to show numerous additional WCAG items quickly.

Text: Set a clear direction for your team.

A new tile appears titled "Set a site target" with WCAG conformance levels next to radio buttons: Level A, Level AA, and Level AAA. Level AA is selected, then Level AAA is selected. A best practices section showing the following options: WAI-ARIA authoring practices and Accessibility best practices. A section titled Accessibility site target appears as a circle, and the circle outline fills about halfway with a 52.6 appearing in the middle.

Text: Prioritize with impact.

A new tile appears titled "Filter issues by page sections" with options for Header, Footer, Metadata, and Page content with options to cancel or Apply filter.

Text: Understand accessibility issues better.

A new tile appears titled "Issues" with 5 items that mimic the Siteimprove Intelligence Platform's layout, with varying conformance levels, difficulty, person responsible, and element types.

Text: Easily measure and report success.

A new tile appears titled "Progress." A line chart with several different colors and dotted lines growing onto the chart spanning October 22 to March 25.

Text: Create accessible digital experiences for all.

Transitions back to the dark background and reflective rectangles floating above the computer monitor with the international symbol for accessibility on it.

Text: And stay ahead.

Siteimprove logo appears.