

Introduction

This booklet is for you if:

- You want to make your technology company's products work better for people with disabilities, and you want to pick up the torch and become the company champion for creating accessible products and services.
- You want to create a position for such an Accessibility Champion at your company.
- Your company recognizes the disability market and wants to serve it.
- Your company wants to respond to regulatory incentives or pressures to create more disability access.

Chapter 1 presents the background and context that have led to publication of this guide to developing accessible technology. Chapters 2 through 7 are the "How To" chapters, offering insights and examples from technology industry accessibility experts. Chapter 8 profiles AOL, a company that the disability community recognizes as outstanding in its efforts to provide accessible technology, and Chapters 9 and 10 provide examples for disability advocates and a look to the future of accessibility.

This booklet will not tell you how to make individual products accessible. It is designed to help you transform your company into one that consistently produces accessible products and services.