

Numeric solution for universal accessibility

Presentation abstract

AudioSpot offers guidance and local information on visitor's smartphone or tablet, with personalized content for each:

- Audio for the blind or visually impaired
- Visual and sign language for the hard of hearing
- Tailored content for the physically or mentally disabled, children...
- But also audiovisual content for everyone in different languages

AudioSpot allows meeting legal obligations regarding accessibility but also creates an enhanced experience for visitors and users alike, by providing additional directional, practical, cultural or touristic information on sites.

Audio and visual content is managed in real time in a secured online content management system, and is broadcast via a unique mobile app depending on the visitor's language, profile and location, in a way defined through parameters like distance from the point of information, orientation, image recognition, or destination.

The system is very easy to install. Visitors can be located in outdoor using GPS point of information or AudioSpot audio terminals, or indoor places, using Bluetooth Beacons, image recognition, a mobile application, free for users and available of Apple store and Google Play. - without interaction required from visitors and by many simultaneous users and therefore easy to use even for blind visitors, with configurable broadcast distances

With advanced broadcast parameters (distance from POI, destination, smartphone orientation, previous location...)

AudioSpot offers advanced personalization of profiles and contents to push but also get information from visitors, through:

- Advanced audio functionalities, allowing to smartphone vocal synthesis for guidance, practical, and event related information which can be updated in real time, or mp3 audio files, and many specific functionalities for blind people (interactive menu, « SmartCall » function, guidance assistance for directions using GPS or buzz beacons to guide them in a specific direction)

-Personalization of visual contents, allowing to create and update in real time html pages using templates, or create links to existing web pages, or integrate existing content from other system

-Templates for interactive pages, allowing to create quiz pages, visitors feedback or contact forms pages, interactive pictures and pages, list views or "box" type pages with links to other pages and therefore managing a full mobile app

Cache mode, enables visitors to download content for the whole app in order to work offline in places where the network is insufficient. This can allow strangers to upload content upon arrival in a place equipped with Wi-Fi (Hotel, Tourism Office, Olympic site reception) and then use the app without using the data network and therefore avoiding roaming issues.

History: Created at the end of 2014, AudioSpot is already operational and being used by clients such as the Town Hall of Paris and the Château of Versailles. Since its creation, AudioSpot won numerous

rewards in France: “Trophées de l’accessibilité in 2015, French Tech and “Observateur du design” labels; Digital innovation in 2016, “Investissement d’avenir” (Handicap & Innovation) in 2017.

A few references:

The city of Paris with different events like « Nuit Blanche 2015 2016 and 2017, the 4 botanic gardens (audio guidance and description for visually impaired, audio and visual content in French and English), and the Town hall of 14ème arrondissement.

The « bibliothèque publique d’information » (centre Pompidou) where audiospot provided information for the Claire Bretécher Exhibition in 2016 and again for Gaston Lagaffe exhibition in 2017.

The National Sport Museum, where AudioSpot guides the visitor in the museum by offering a fun experience, with quizzes and challenges (for families with children, adults, or visually impaired), and a visit based on "stories of objects" bringing additional content on different collections in French English and Italian.

The château de Versailles, where AudioSpot has been setup for visually impaired to guide them to guide and welcome them to the pavillon Dufour.

The city of Trouville sur Mer, with a touristic visit for visually impaired, for adults or kids, in French and English.

Lead speaker : Caroline AZIERE

Organisation : AudioSpot

City (Country) : Paris(France)

Biography : co-founder of AudioSpot, Developments director After a master in IT and Marketing, She worked at Nielsen Marketing Research and spent most of her career in Unilever, in IT audit, management of projects portfolio, in France and abroad. She starts AudioSpot in 2014 and becomes Lauréate of réseau Entreprendre Nice - Côte d’Azur in 2015

2nd speaker :

Organisation :

City (Country) : ()

Biography :