Easier audio description: An easy listening and easy understanding access service

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ARSAD 2019
Audio Description: A Laboratory for the Development of a New Professional Profile
My fear of long words during ARSAD makes me uncomfortable

During ARSAD I have burgeoning hippopotomonstrosesquippedaliophobia resulting in sesquipedalian discombobulation
THINGS I DON'T UNDERSTAND

PIE CHARTS
Creating accessible and fully personalized services for all citizens

ENABLING NEW IMMERSIVE NARRATIVE EXPERIENCES

- https://lab.irt.de/demos/object-based-audio/interactive/
- https://lab.irt.de/demos/object-based-audio/personalization/
- https://lab.irt.de/demos/object-based-audio/RadioDrama/

The goal of ImAC, the ImACubator, which was launched in the framework of the iMAL programme, is to explore how accessibility services can be integrated with immersive media. It is not acceptable that accessibility is regarded as an afterthought: rather it should be considered throughout the design, production and delivery process. ImAc will explore new deployment methods for these services (Subtitles, Audio Description, Audio Subtitling, Sign Language) in immersive environments. We will move away from the constraints of the current technology, into a Hyper-Personalized environment where the consumer can fully customize the experience to meet his personal needs. For example, it may be more appropriate for subtitles to be read out-loud or the Audio Description presented as text. The key action in ImAc will be to ensure immersive experiences are inclusive across different languages, addressing the needs of those with hearing and low vision. We will leverage digital technologies to address the challenges this brings. In addition to new immersive learning language and language therapy – accessible content can add significant value to these related areas.
Thank you
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