

# MAKING ACCESSIBILITY Sexy

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So, what does  
Accessibility  
really mean?

# Hard-core testing of your systems.

# Building better systems for everyone.

# Allowing your site or app to roam freely.

# Accessibility Myths

“Accessibility  
is for the blind  
or disabled.”

“Accessibility means plain and boring.”

# (this isn't what it means)

## Page Title

### Sub-heading

  Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt  
  ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation  
  ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in  
  reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint  
  occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est  
  laborum.

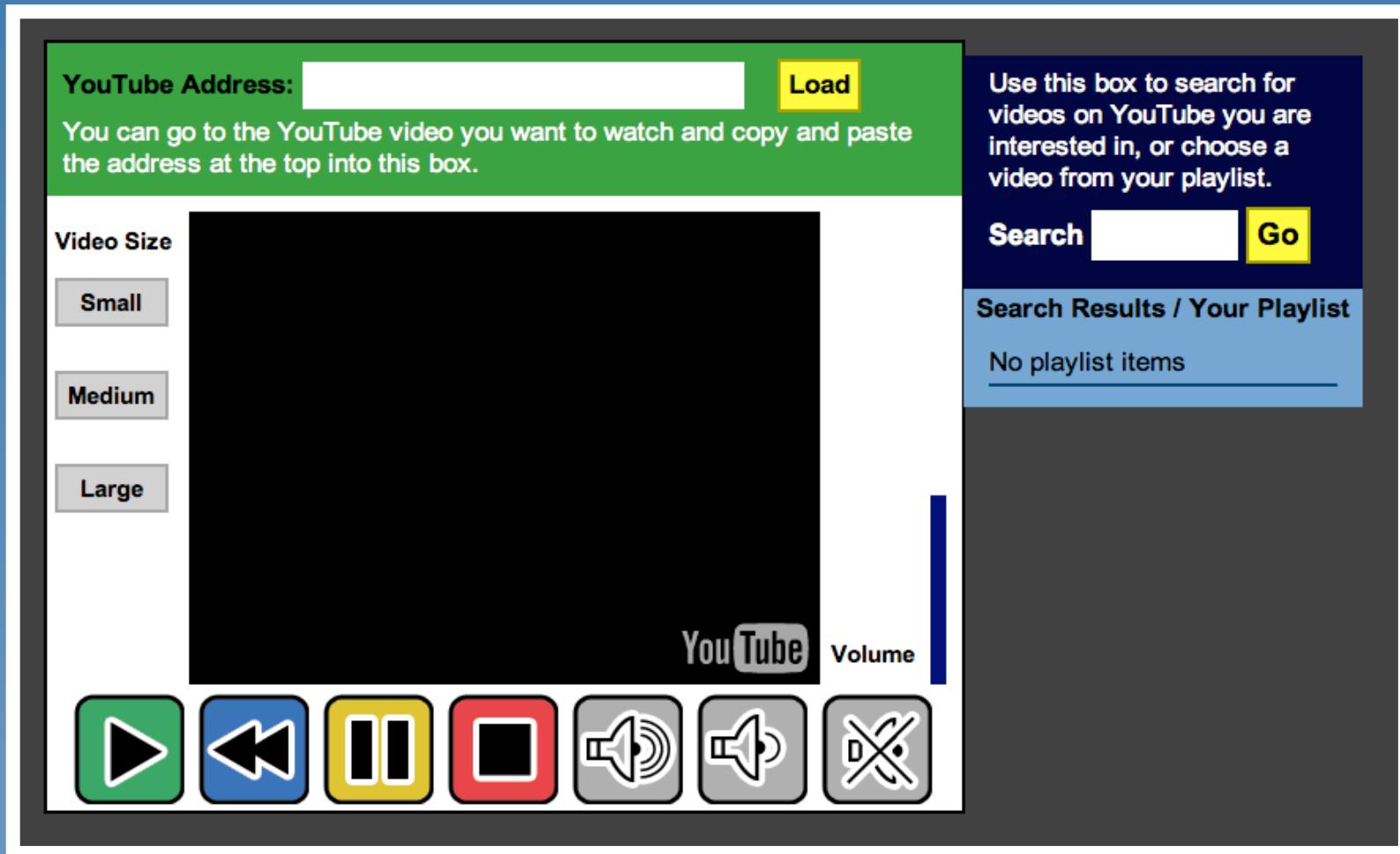
“Accessibility  
takes too  
much time.”

# No it doesn't.

# Designer Examples

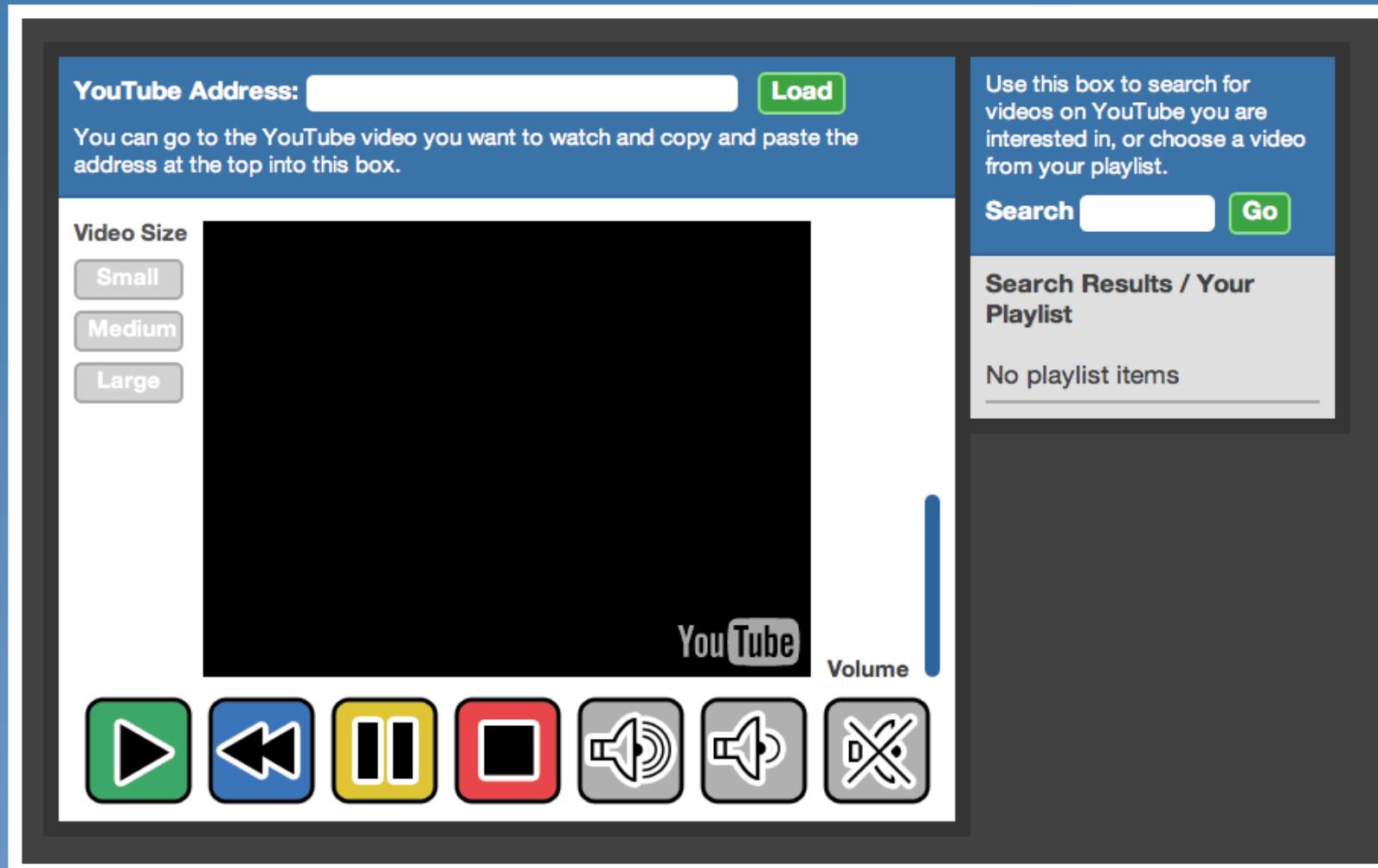
# Making YouTube Accessible

# Easy YouTube Player



Five minutes  
and some  
CSS later...

# Easy YouTube Player Alt Styles



# Yahoo's video player

# Yahoo's video player

The Soloist - exclusive trailer  
from Yahoo! UK Movies  
28 views

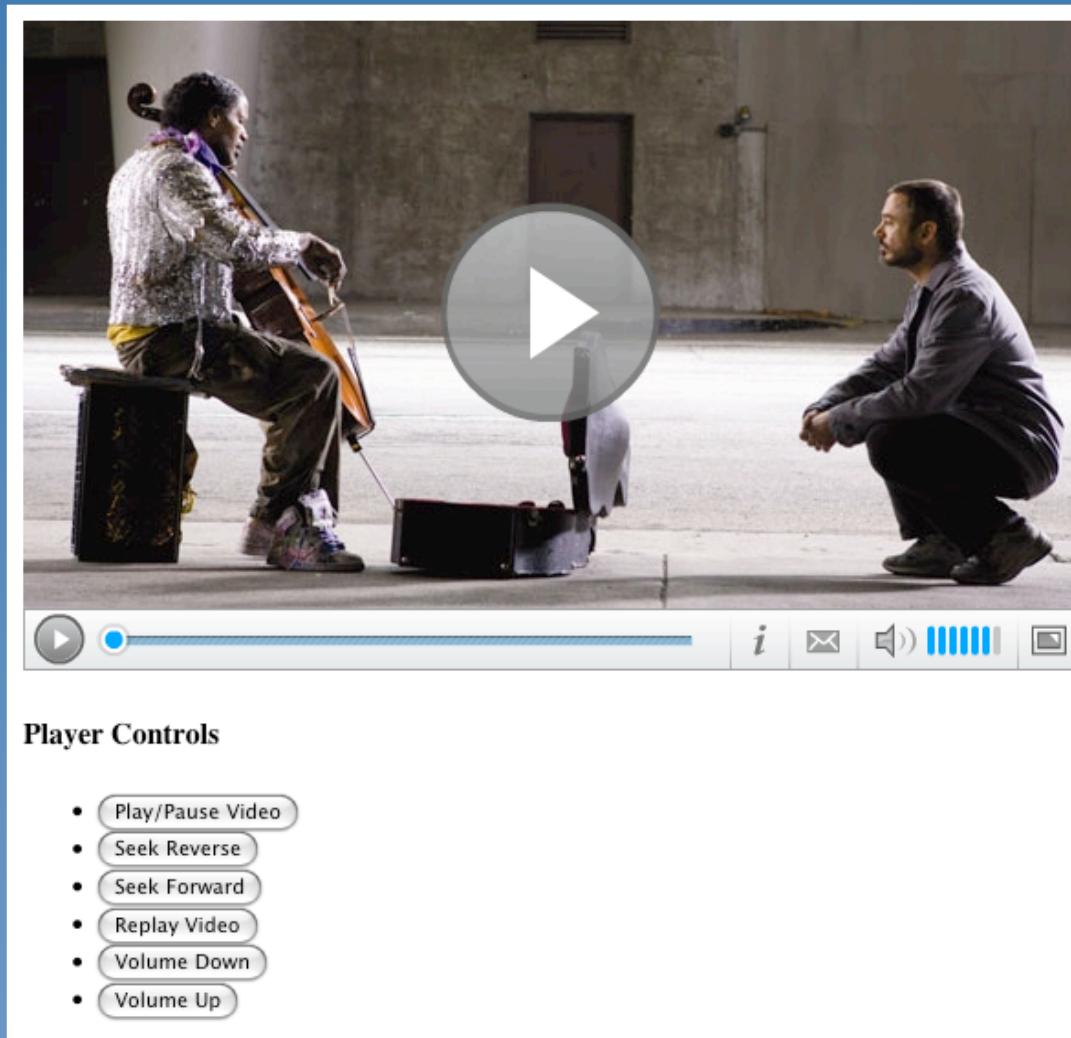
Cutting Edge - 9/11 Faker  
from Yahoo! UK TV  
97 views

Watch the trailer for Jamie Foxx and Robert Downey Jr.'s new film

Watch Cutting Edge, tonight at 9pm on Channel 4

[Go to video page](#) [Go to video page](#)

# Yahoo's video player (un-styled)



## Player Controls

- Play/Pause Video
- Seek Reverse
- Seek Forward
- Replay Video
- Volume Down
- Volume Up

# Commodore 64



# Commodore 64



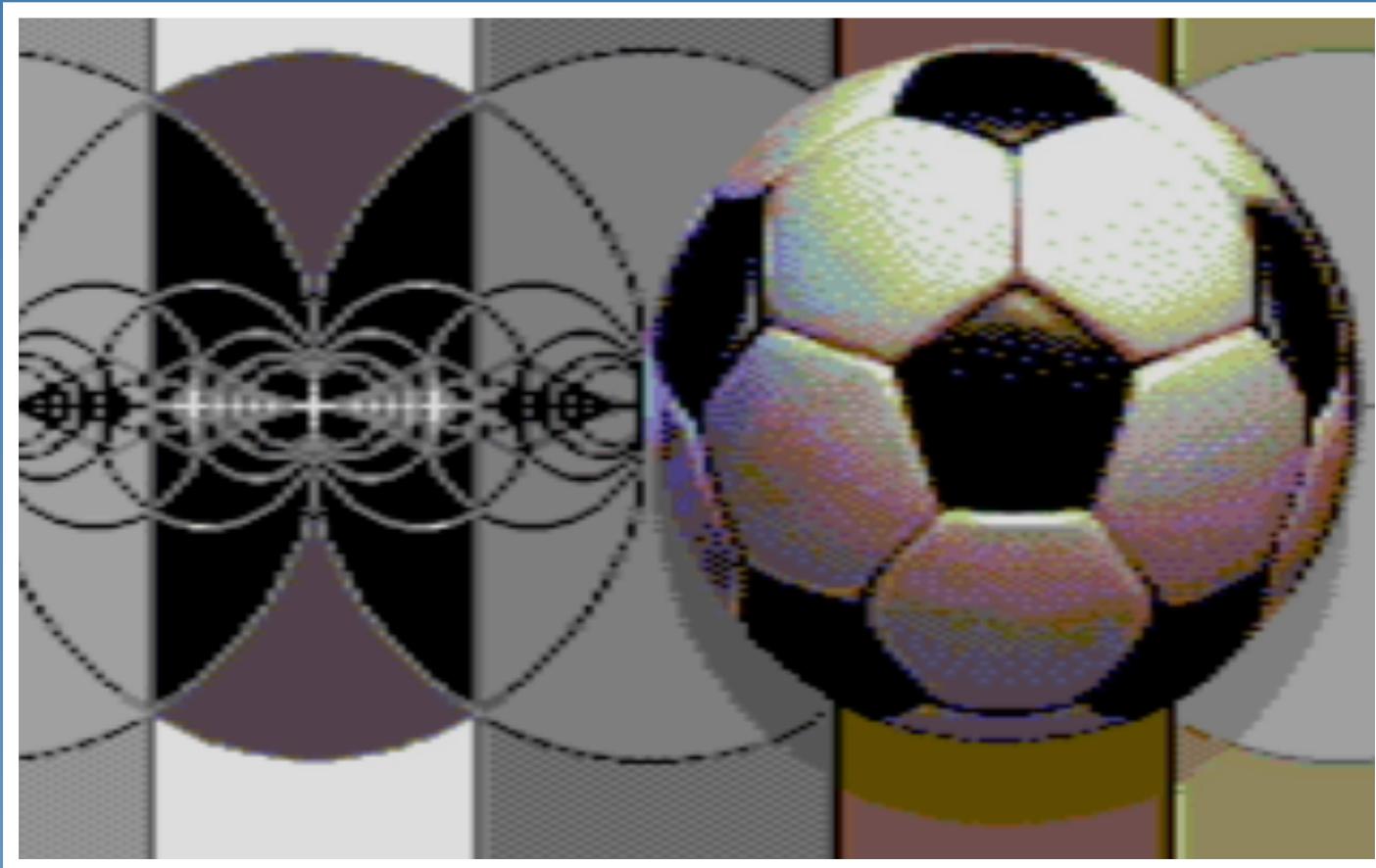
# Commodore 64



# Commodore 64



# Commodore 64



This is pretty  
easy stuff.

Your life will  
be easier  
(probably).

# Making the Business Case

More users  
equals more  
customers

Helps create  
goodwill for  
your brand.

Less chance  
of future  
legal action.

# Resources & Links

**de.licio.us:  
wjs08accessibility**

# Thanks!