



ImAc www.imac-project.eu

ImAc is presented at the EDF ICT Expert Group at Google

Last week Google and the European Disability Forum (EDF) organised a two-day event on the future-proofing new technologies to embrace human diversity <http://www.edf-feph.org/newsroom/news/edf-and-google-hold-event-european-parliament-artificial-intelligence-accessibility-0>

Upcoming technology promises an impending age where many of society's challenges can be overcome for persons with disabilities but only if inclusion is taken into account at an early stage. This is very much the case for ImAc where immersive environments and the technology to produce them will take into consideration the different accessibility services: subtitling, audio description and sign language. ImAc (Immersive Accessibility GA 761974) was presented: its aims, objectives and the user-centric design approach, with RNIB as a project partner.

While immersive environments seemed a remote access option to end users, it was well received the idea of testing with end users for the system requirements and solutions to secure a full deployment of the technology. ImAc sets a good example of user-centric design for its development and also the concept of developing a technology with ad hoc accessibility solutions simultaneously.





Pilar Orero was invited to present the three H2020 EC currently funded projects on media accessibility for broadcast. The other two projects are: Connect4ALL looking at solutions for Sign Language production and distribution lead by Giacomo Inches (Fincons, Switzerland) <http://content4all-project.eu> and EasyTV looking at the interaction of end users with accessibility services lead by Federico Álvarez (UPM, Spain) <http://easytvproject.eu>

ImAc is lead by Sergi Fernández at i2CAT has the participation of UAB, the Catalan Media Corporation (CCMA) Anglatècnic, University of Salford, Rundfunk Berlin-Brandenburg (Rbb), Institut für Rundfunktechnik GmbH (IRT), Motion Spell and (RNIB).

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