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Accessing Higher Ground Using ZoomText and Other Great Products from Ai Squared

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Topics of Discussion…

- History of Ai Squared
- What's New in ZoomText 10
- ZoomText Camera
- ZoomText Express
- ZoomText Large-Print Keyboard
- ZoomReader
- ZoomContacts
- ImageReader - *Coming soon!*
- i-loview

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Ai Squared…

- Specializes in computer access software for the visually-impaired
- Founded in 1987
- Flagship product – ZoomText
  - World's best selling computer screen magnification and reading software
- Based in Manchester, Vermont
- Over 100,000 customers in 40 countries
- Sold through worldwide dealers

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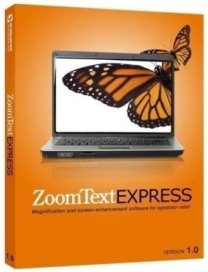
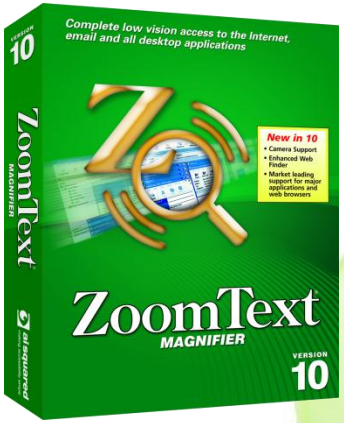
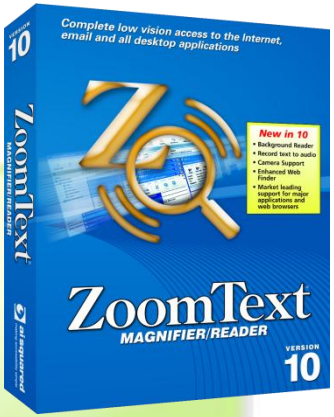
Products



ZoomText Express



ZoomText Magnifier



ZoomText Magnifier + Reader

ZoomText USB

ZoomText Large-Print Keyboard

ZoomText Camera

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Benefits of Screen Magnification & Screen Reading

- Reduces eye strain and vision fatigue of heavy computer users
- Provides computer access to computer users who are severely vision impaired
- Allows users to be productive employees
- Enhances computer use for pleasure such as searching the web and e-mailing friends and family

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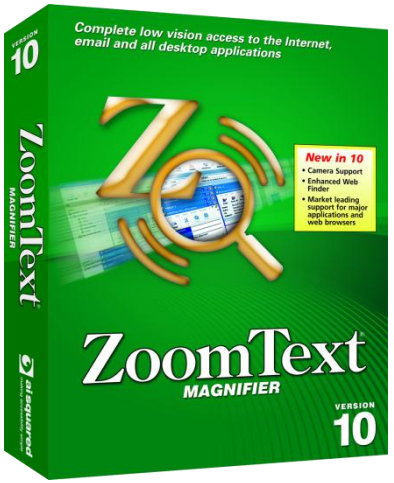
ZoomText Magnifier

- 1x – 36x magnification levels
- 9 zoom window types
- Color, pointer and cursor enhancements
- Tracks all on-screen activity
- Web, Desktop and Text Finders
- “xFont” advanced text magnification
- Dual monitor support



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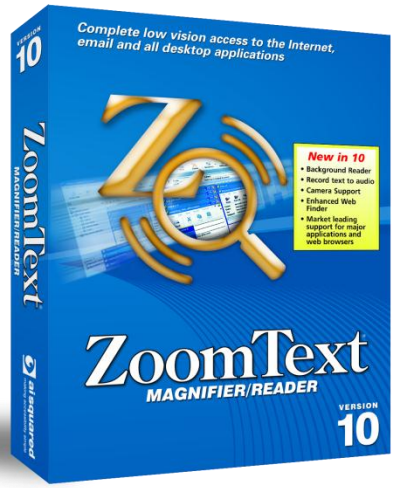
ZoomText Magnifier/Reader



- *All the features of ZoomText Magnifier, plus…*
- Complete screen and document reading
- Human-sounding synthesizer
- Reads all on-screen text and events
- Echoes typing by character and word
- Reads documents, web pages, email

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ZoomText USB

- Access on any computer
- Portable and always within reach
- Plug-and-Play license management
- Take your settings with you
- Single-User and Multi-User pricing options

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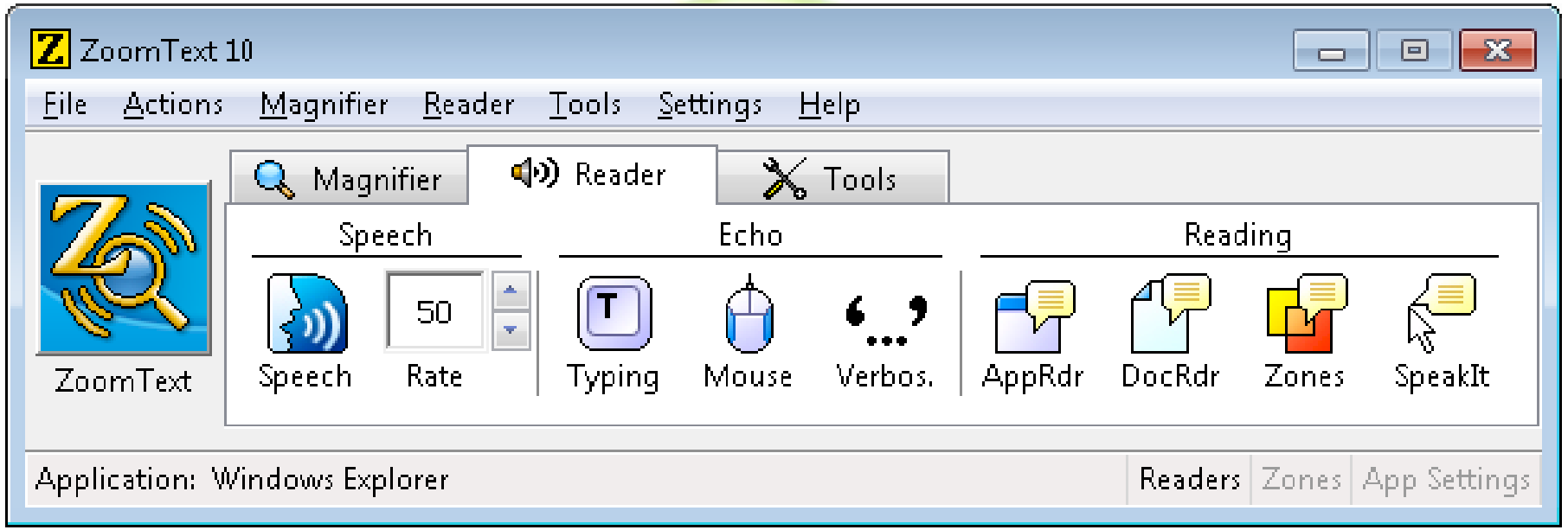
ZoomText User Interface



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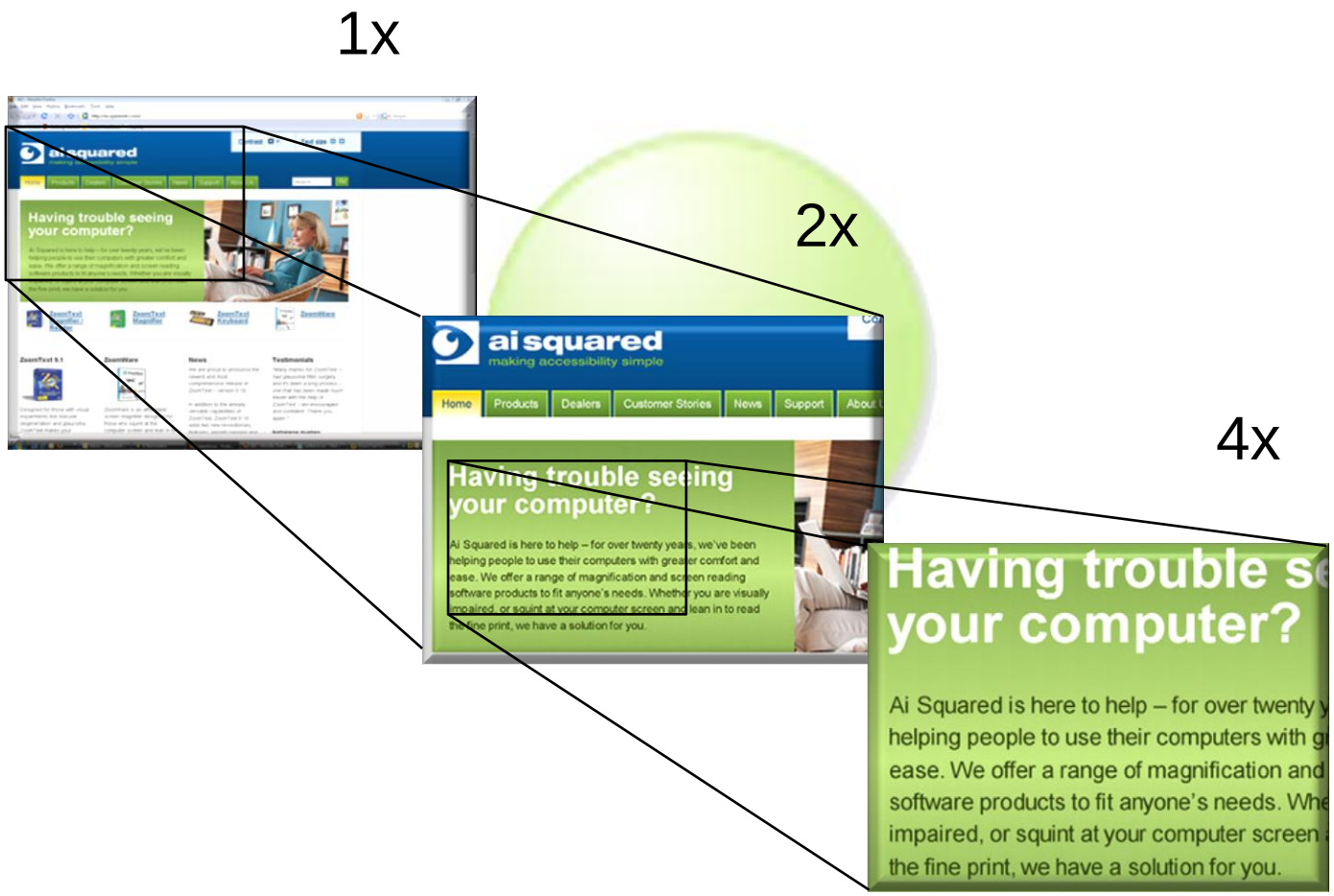
Screen Magnification Basics



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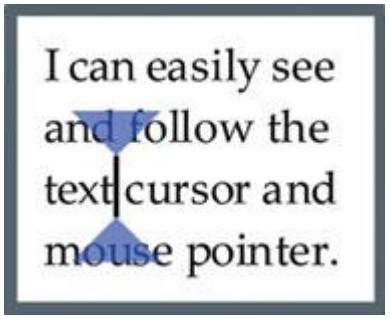
Enhancement Basics

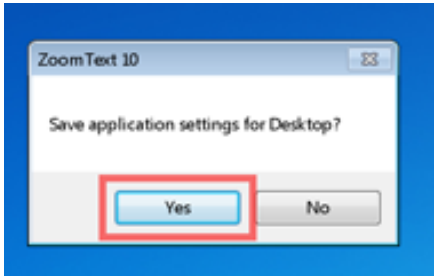
Color Enhancements improve clarity of text and graphics providing easier viewing and reduced eyestrain.

Cursor Enhancements make it easy to locate and follow the text cursor.



Pointer Enhancements make it easy to locate and follow the mouse pointer.

Focus Enhancements make it easy to locate and follow the control focus when you tab and arrow key through menus, dialogs, toolbars and other application controls.



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Screen Reading Basics

Document Reading

- AppReader and DocReader are 2 tools in ZoomText that read aloud documents, webpages, emails, and other text based applications.
- You can use these tools in almost any text editor, as well as many applications.

Full Internet Accessibility

- ZoomText reads aloud any webpage. You can read automatically or you can manually navigate by word, line, sentence or paragraph.
- The WebFinder is a great tool to look for content on a webpage that may be hard to navigate.

Reads Application Controls

- ZoomText speaks all program controls such as window titles, menus, dialogs, list views and messages allowing you to navigate through your application.
- The Focus Enhancement will also highlight any control that is currently the active item on screen.

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Screen Reading Basics

Typing and Mouse Echo

- ZoomText allows you to hear keys and words that you type. Typing echo can be set to read keys, words, or both as you type.
- Mouse echo will read any text information below the mouse pointer. This is great for those that need spot reading and want to simply move their mouse to read text information.

Human Sounding Voice Synthesizers

- NeoSpeech voice synthesizers provide human sounding male and female voices that are closer to the real thing than ever before.
- Ai Squared was the first company to offer human sounding speech in its products, and NeoSpeech is recognized as one of the most human sounding synthesizers on the market today.

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Where can ZoomText help?

- On the web
  - ZoomText can magnify and read any webpage, as well as allow you to search and filter links on a page for quick navigation.
  - The SpeakIt tool allows quick spot reading of information on-screen.
- Email/Word Processing
  - ZoomText's speech will read as you type, by character or word, and its document reading features allow you to proofread your work.
- Spreadsheets
  - Dedicated hotkeys for reading cell information provides quick access to text information without requiring the user to magnify small text, or text that isn't always visible on screen.
  - The mouse constraint feature can be used to easily pan a spreadsheet for those with mobility issues.

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Where can ZoomText help?

- Presentations
  - ZoomText's Dual Monitor feature allows someone to present an unmagnified view of their screen to an audience
  - Also a great tool to collaborate with co-workers who use a 1x view
- Multimedia
  - Magnify applications such as Solitaire (at 2x, it still can fit full screen)
  - Magnify video, pictures, YouTube videos
    - Only for those with limited magnification needs
- Home / Workplace / School
  - Portability of products such as ZoomText USB gives individuals more flexibility to use ZoomText and their specific settings on various workstations

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Live ZoomText Demo

- Navigating and searching the web using WebFinder
  - Using WebFinder to search a webpage
  - Refining searches using different webpage element types
  - Using List mode
- ZoomText Camera
  - Using an HD webcam to view printed materials on screen
  - Live magnification and high contrast color filtering
  - Camera and stand packages
- New reading tools in ZoomText 10
  - Background Reader
  - ZoomText Recorder
  - AppReader Read from Pointer hotkey

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ZoomText And Windows 8

- Current version of ZoomText 10 is not supported in Windows 8
- We are working on a new version of ZoomText that will support Windows 8

If you would like to stay informed or help provide valuable beta testing and feedback, please signup here:

http://www.aisquared.com/windows8

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ZoomText Update – Where we're headed

- Windows 8 support
- Improved webmail support
  - Focusing on improving tracking and reading support for popular webmail clients such as Yahoo! Mail, Gmail, and Hotmail
- Support for virtual environments
  - Citrix XenDesktop support
- New multi-user licensing
  - Easily managed and monitored by IT staff
  - Concurrent licensing that will work across subnets

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ZoomText Competitive Advantages

- **Feature Set**
  - Low vision centric features
  - ZoomText 10 features found in NO other screen magnifier
- **Ease of Use**
  - Mouse and keyboard access to all features
  - Friendly interface that is easy to learn
- **Performance**
  - Across the board performs better on various hardware than any other product
- **Compatibility**
  - ZoomText supports more applications across the board with its patented xFont smoothing and reading features than others on the market
- **Customer Service**
  - Ai Squared offers free friendly tech support, as well as a wealth of training resources, including weekly webinars, ALL FOR FREE!

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Key Features for Training

- "Set it and Forget It"
  - Magnification level
  - Zoom Window Type
  - Enhancements
- On-Demand tools
  - AppReader/DocReader
    - What are the differences?
  - Background Reader / ZoomText Recorder
- Advanced tools
  - Reading Zones
  - WebFinder

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Camera and Stand Packages

- **C-Clamp Stand**
  - Attaches easily to the edge of any desk.
- **Weighted baseplate Stand**
  - Allows you to sit the camera on any flat surface.
- **Both!**
  - Flexible arm detaches and fits into either stand
- **Logitech C615 HD webcam**

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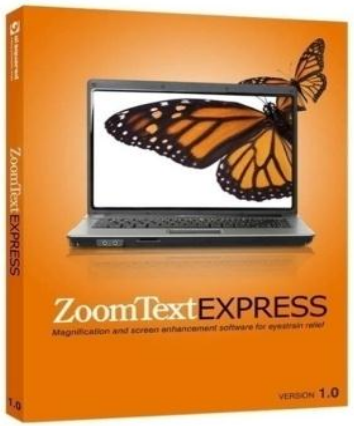
ZoomText Express



- Magnify the entire screen, or have a small or large portion magnified that you move around the screen like a magnifying glass

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Large Print Keyboard

- Easy to See
  - Large 36-point text in high contrast lettering
- 18 programmable feature keys
  - Access your favorite ZoomText, Internet and multimedia commands
- Available in 2 high contrast color schemes
  - “Black on Yellow”
  - “White on Black”
- Great companion to ZoomText
  - Allows beginner users to learn the product, while giving advanced users easier access to ZoomText functions

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ZoomReader

In combination with your iPhone's built-in camera, ZoomReader lets you magnify and read text by first taking a picture of an object like a book or menu, then converting the image into text using state of the art Optical Character Recognition (OCR) technology. ZoomReader will then read the text back to you using a natural sounding voice.

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ZoomReader Update!

Adding support for the iPad 3, iPad Mini & new iPod touch!

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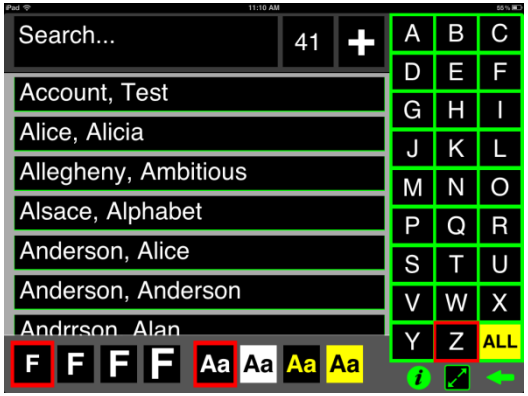
ZoomContacts



ZoomContacts is the perfect “Large Print” contact application for iPad users who have difficulty seeing the small text on their screen. ZoomContacts uses Apple’s internal Contacts database to store and manage information but presents it using multiple font size / color combination choices, as well as custom keyboard color schemes. This makes it easier on the eyes for those folks who could use a little visual assistance.

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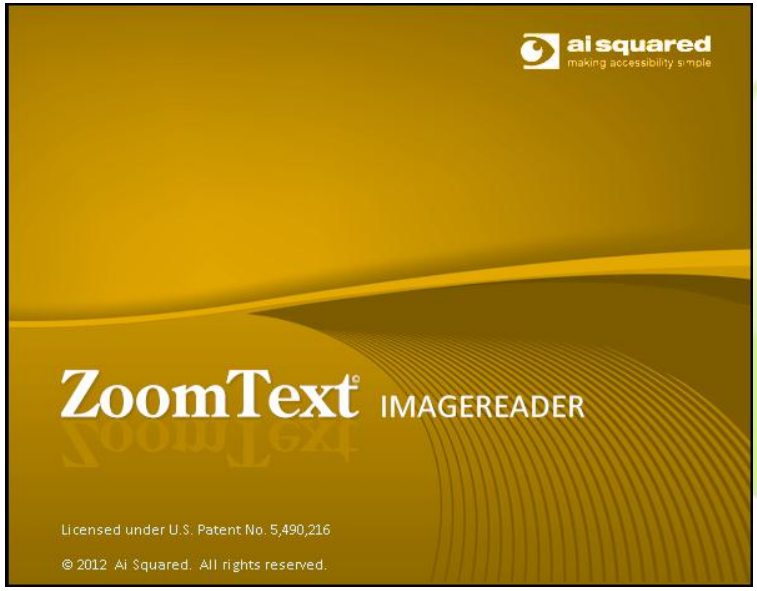
ZoomText ImageReader



- Affordable, portable, easy to use scan and read product.
- Software integrates with ZoomText, or can be used as a standalone product with other assistive technology.
- Will come with both software, camera, and document mat for easy document positioning ensuring accuracy every time.

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ZoomText ImageReader

- Forthcoming standalone or integrated OCR application for ZoomText Magnifier/Reader users
- Document camera and OCR software package that will allow you to scan and read printed materials, image files, or screen captures.
- Portable, lightweight with no external power source required

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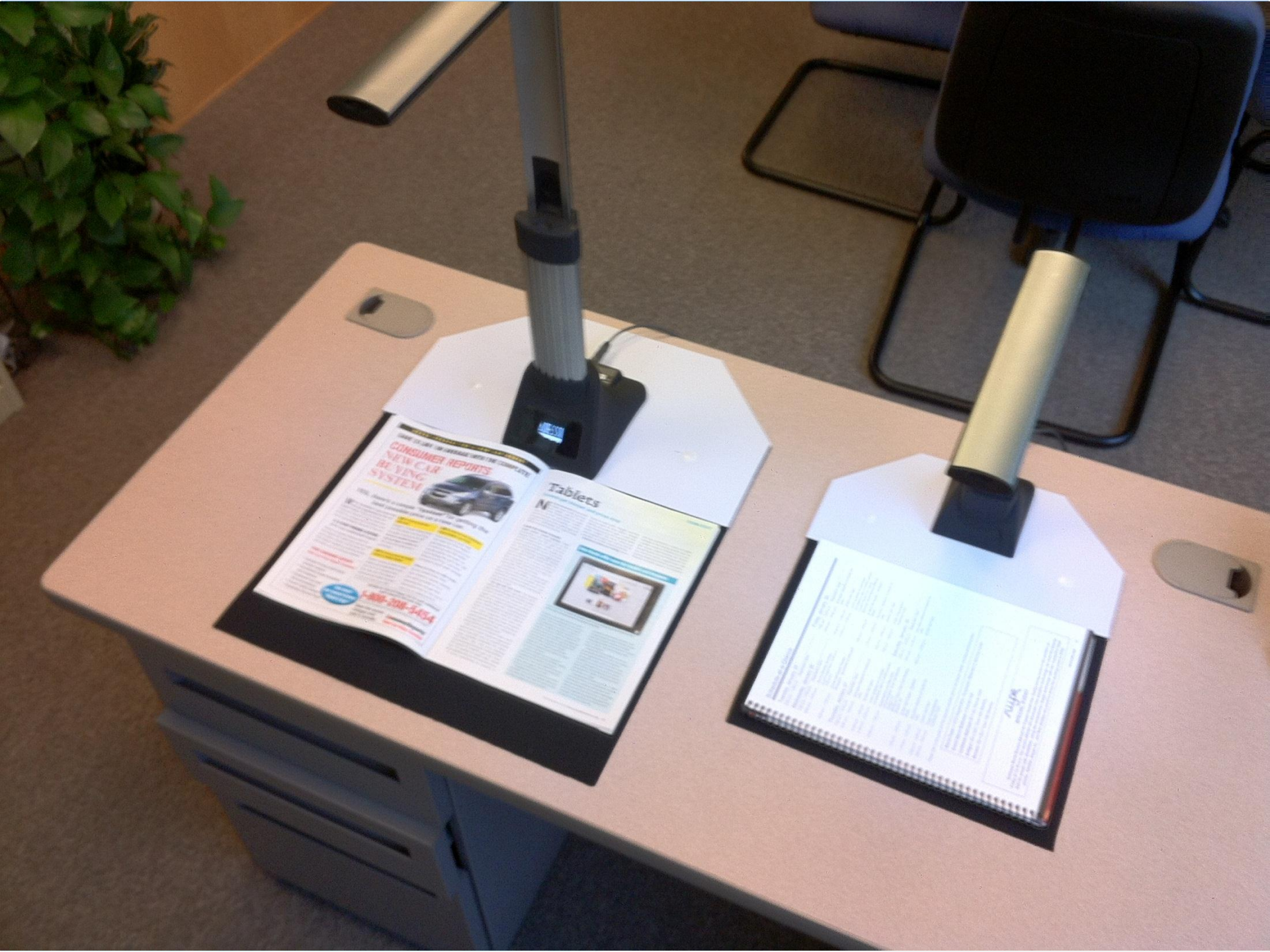
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i-loview Video Magnifier

- The world's best handheld video magnifier
- 4.3" screen
- 8 ounces
- 12 zoom levels, 6 color filtering modes
- 3.5 hours battery life

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Primary Markets

- Markets:
  - Corporations, government agencies
  - Schools, libraries, end-users
- Countries:
  - North America, South America, Europe
  - South Africa, Australia, New Zealand
  - Japan, Taiwan, China
  - Israel, India, United Arab Emirates

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Summary

- Leading computer screen magnifier and reading software worldwide
- Best software to assist users with visual impairment on the market
- Helps users with eyestrain and vision fatigue
- Improves employee productivity immensely
- Configurable to meet each individual's needs
- Fun and easy to use!

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FREE Training Webinars

- ZoomText New User Introduction

  (Every Other Wednesday, 11AM – 12 PM EST)

- What's New in ZoomText 10?

  (Every Other Thursday, 3 PM – 4 PM EST)

- Specialized Webinars
  - Various topics regarding ZoomText and other applications

  (Monthly - Time / Date TBD)

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Thank You for Attending the Ai Squared Workshop

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Q&A

Check us out online!

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- **Twitter**
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- **YouTube**
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One more thing...