



Aira, A Tool To Enhance Campus Accessibility For Students And Visitors Who Are Blind Or Low Vision

What Is Aira?

Using augmented reality, Aira connects people who are blind or low vision to a trained professional agent who is dedicated to further enhancing their everyday experience, by complementing the explorer's training and skills.

Hands-free assistance at the touch of a button, for virtually anything, anytime, anywhere

EXPLORER



AGENT





Our Agents & Their Training

- Aira has hundreds of agents in almost every state in the US
- Agents work from home and are paid
- To become an Aira agent, the potential agent has to pass a series of technical and descriptive tests to even be considered
- Upon being selected as an agent, they must go through a 30 day bootcamp for training
- Final approval comes from one of our training Explorers

Aira accepts less than 1% of Aira agent applicants.



Aira Lessons Agents Live By

1

Aira is not a replacement for an Explorer's skills or O&M / travel tools.

2

Think like a pair of eyes not a brain

3

Empathize don't sympathize

4

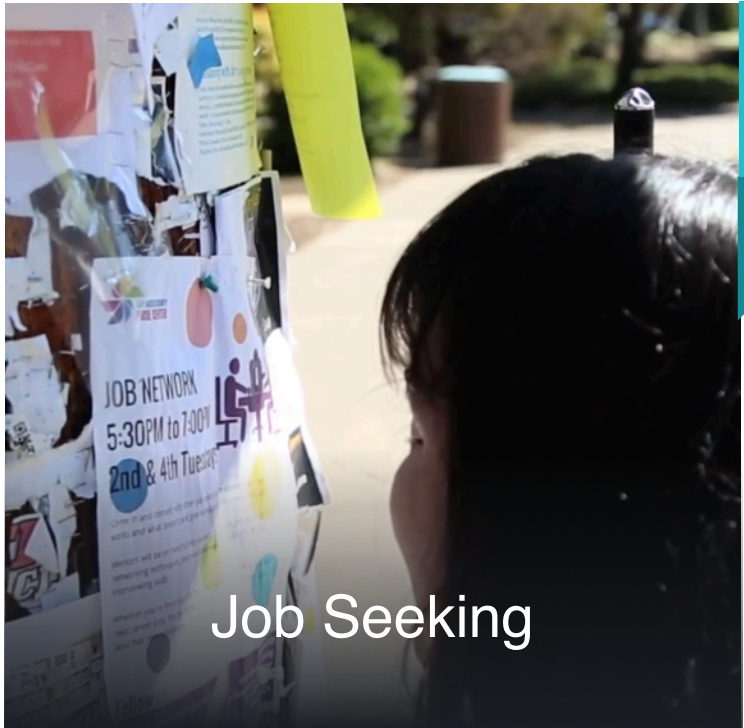
The Explorer is always the decision maker





Learning

"Can you describe the chart on the screen?"



Job Seeking

"What does this job posting say?"

EXPLORERS

AGENTS

Some Numbers

.....

EST

2015

.....

500k+

SESSIONS

.....

4M+

MINUTES

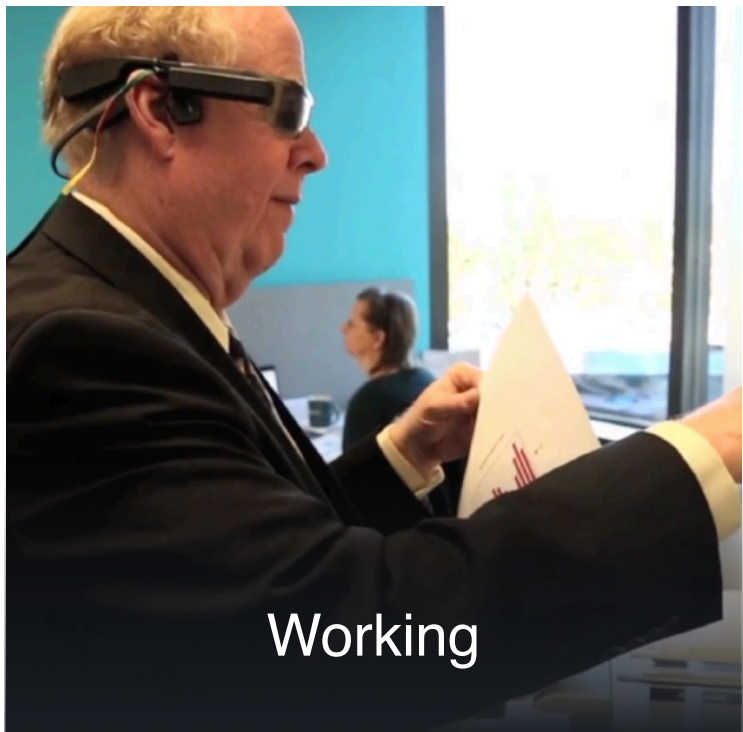
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Chloe Intelligence



Tech Savvy



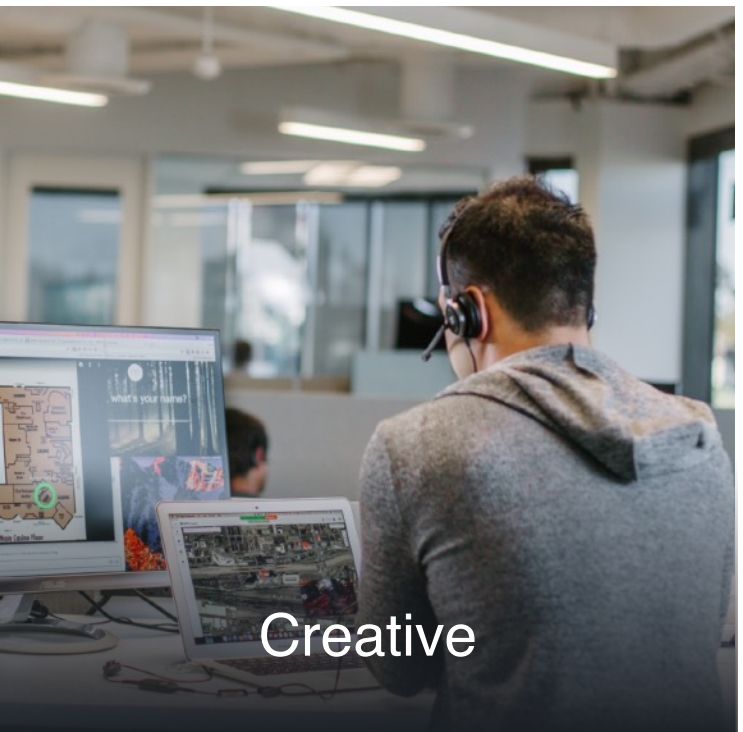
Working

"Can you help me make a copy?"

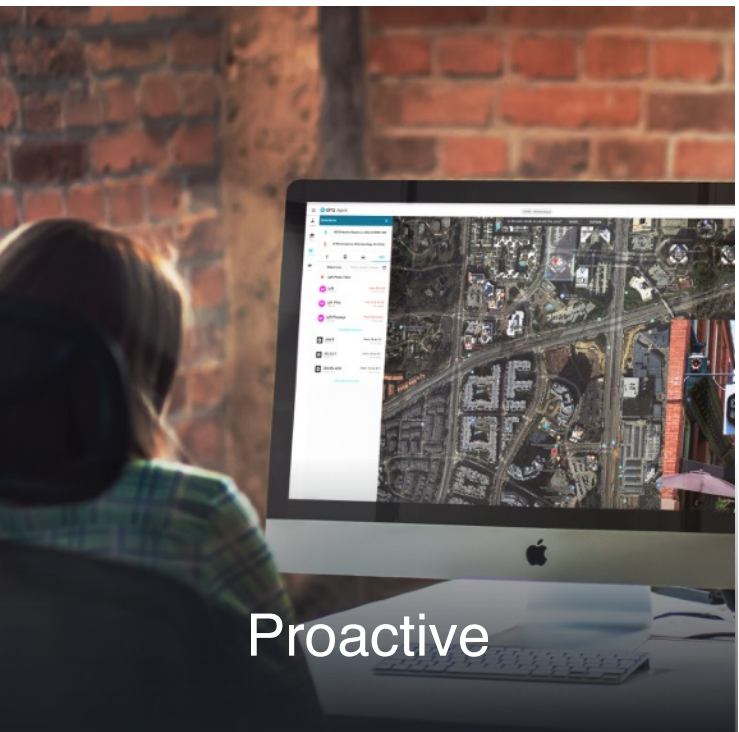


Parenting

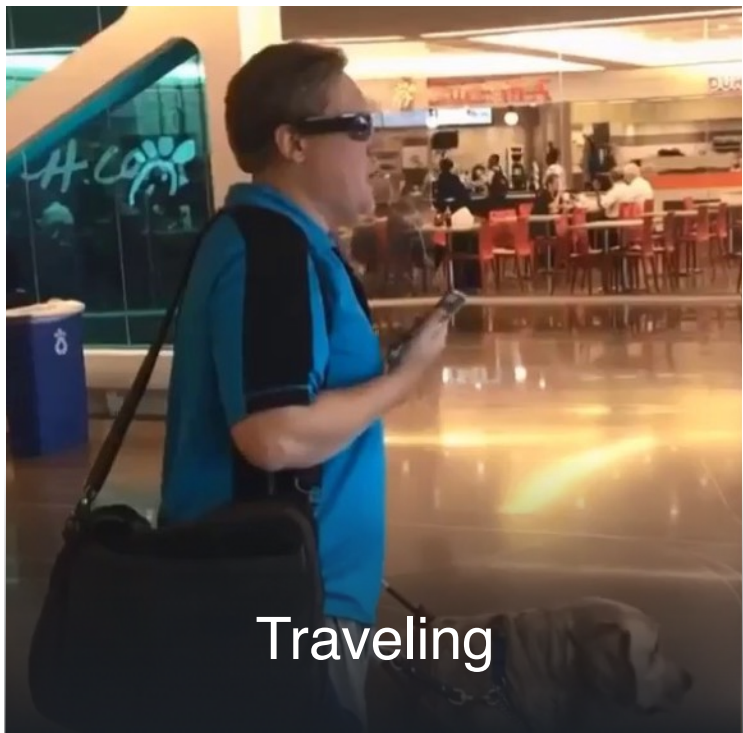
"What is my son pointing at?"



Creative



Proactive



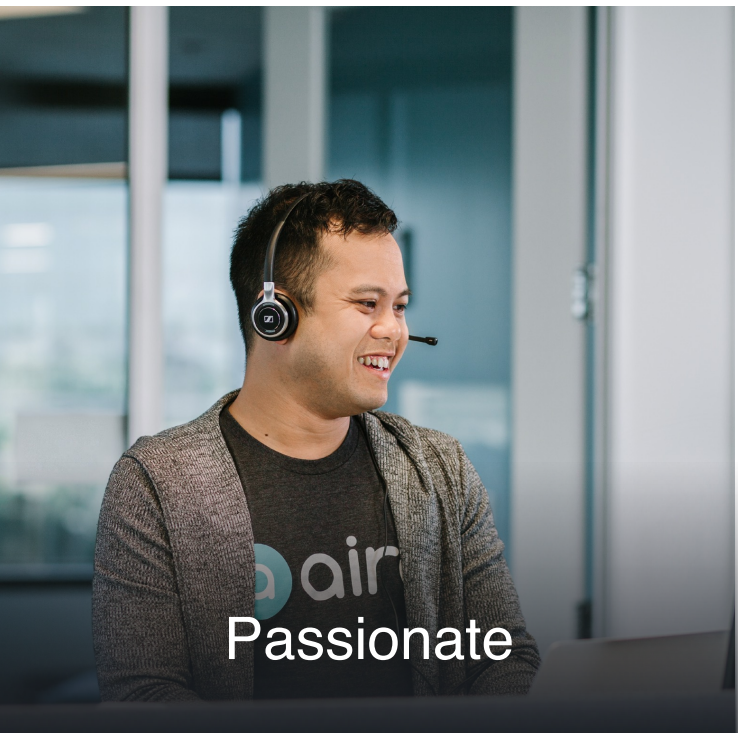
Traveling

"Can you navigate me to Gate B23?"



Living

"Describe me the store layout"



Passionate



Professional



Clarifying Some Myths About Aira

Myth

- Aira is just a tool for navigation.
- Aira has a significant monthly cost to the end user.
- It is difficult for an Aira Agent to assist with online tasks.
- To use Aira, you need the smart glasses.
- Users cannot get much done in only 5 minutes.

Fact:

- The majority of users use Aira for daily living efficiency, reading and online assistance.
- Aira is free for short tasks under 5 minutes
- Over 25% of our existing calls are online task based. The glasses are entirely optional. Simple & hands free
- Our average call length is just over 5 minutes. These free short tasks are great for quick visual validation, solving the final frustrating 50 feet of an O&M journey, and daily living tasks.
- For longer task support for your students, your campus or district can become an Aira Access location.

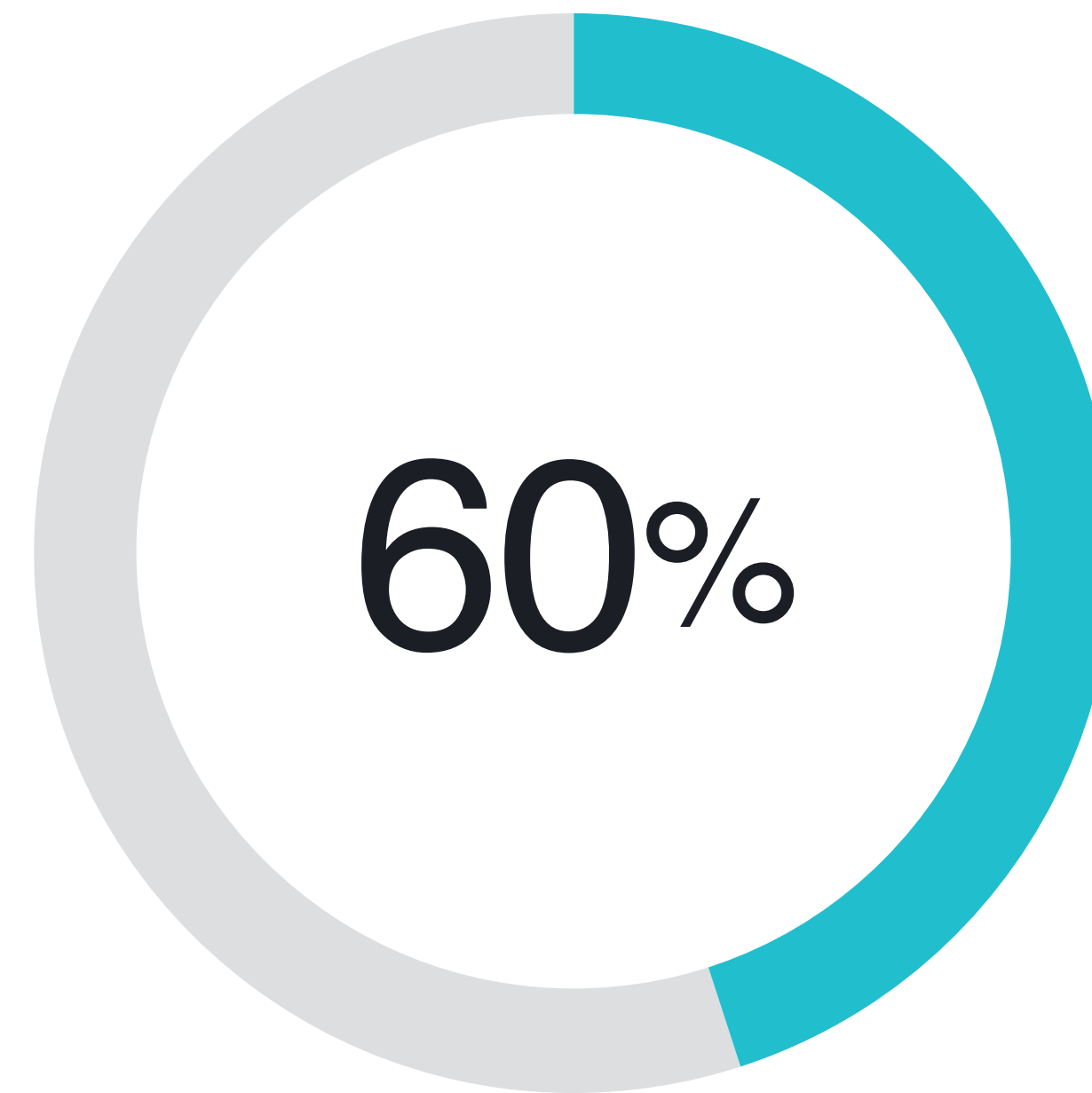


THE CHALLENGE

“The high drop-out rates among blind and low-vision students are not for reasons that are academic, but for reasons that have to do with social challenges, technology, and other barriers related to visual impairment.”

— Dave Power, CEO of Perkins School for the Blind

*The National Federation of the Blind



of blind and low vision college students don't graduate

*THE NATIONAL FEDERATION OF THE BLIND

Aira's Back to School Program

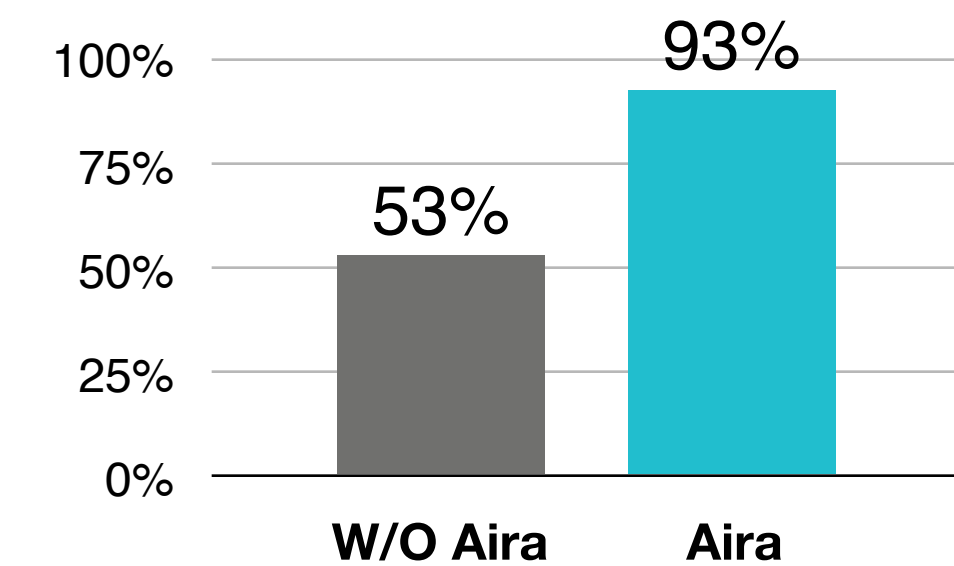
200

STUDENTS

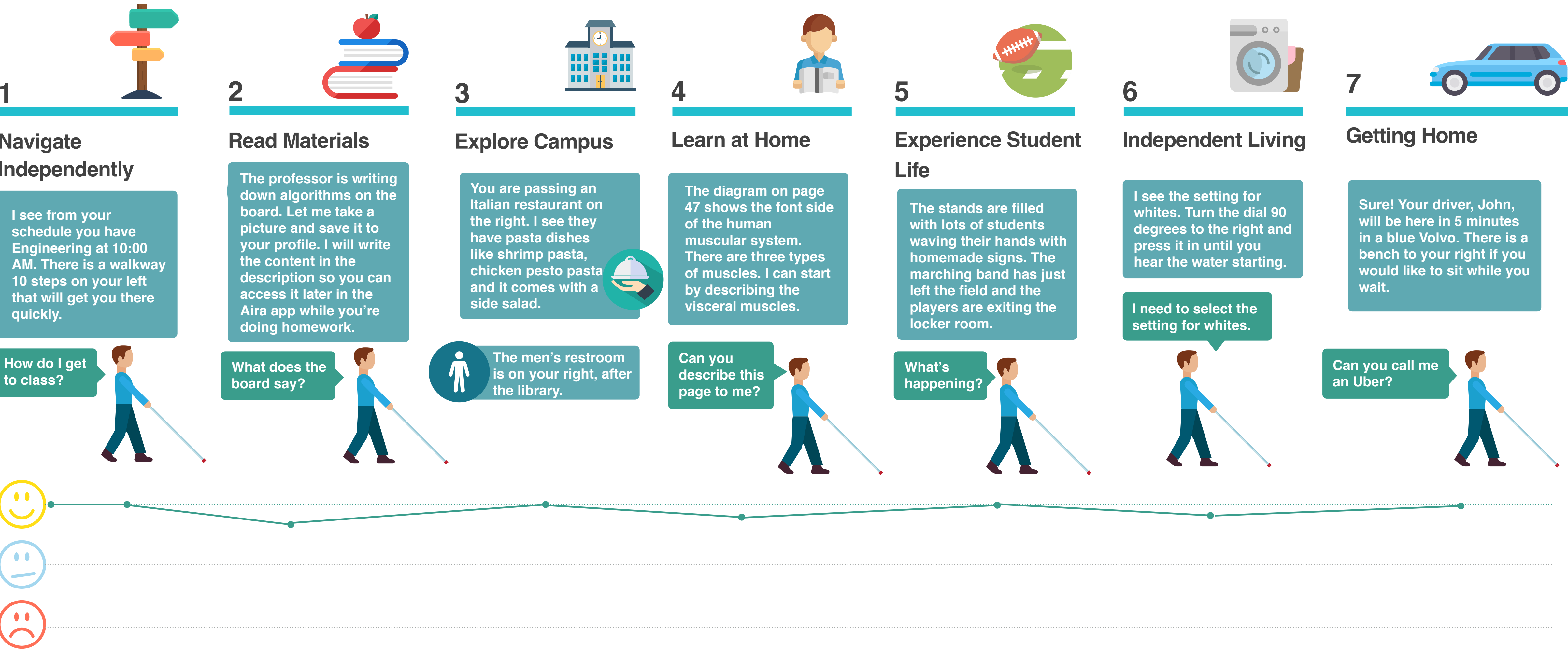
90

UNIVERSITIES

Success rate from Freshman to
continuing Sophomore Year



Campus Experience With Aira

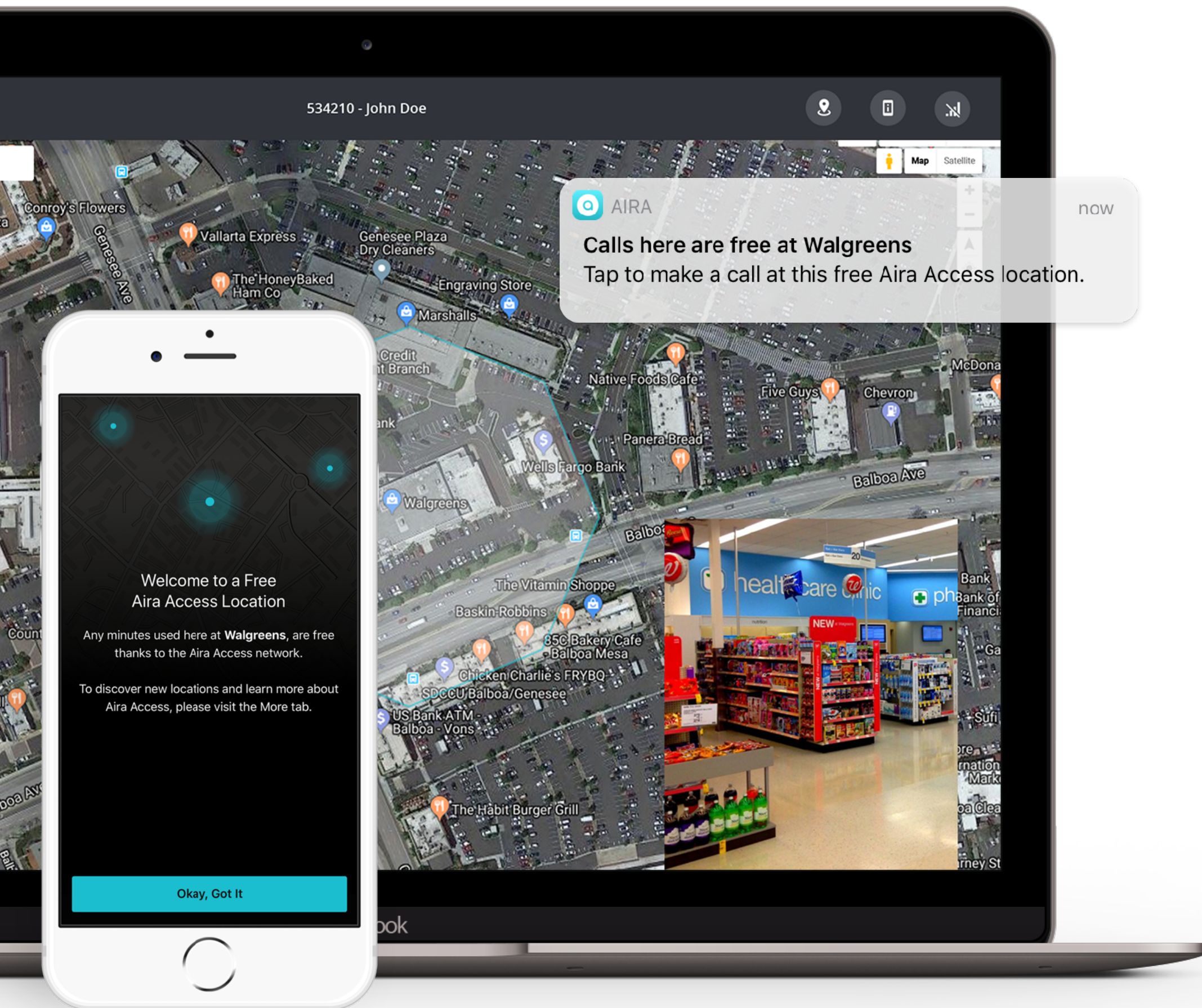


Adding Aira to your campus



- Today over 25K businesses and locations are offering Aira as an accommodation for their blind and low vision visitors, students or employees. Immediately offering a more inclusive environment
- Partners include transportation authorities, airports, retail, university / education, and museums
- Partners can make the Aira solution available to anyone in their location, or provide it to select students / employees
- Anyone with the Aira app who walks into the partner's location would immediately be notified they are able to use Aira for free sponsored by the partner
- Cost is based on student population size ranging from \$10K-\$25K

Welcoming To All, From Campus Tour To Alumni Visitor



- Any visitor, from 1st time freshman to retired alumni can download the free Aira app and use it on campus to accomplish any task with no cost to the user
- Students needing assistance navigating campus
- Visitors attending sporting events, music performances, etc
- Aira becomes part of your campus accessibility infrastructure for everyone



Some Numbers

25K+ Access Locations.

Aira Access is a solution offered to businesses which allows anyone who enters into their property to use the service as an accommodation for as long as needed for free.



50+ Airports
(SAN, LAX, MSP, SLC, MCO)



Tourist Attractions
Balboa Park,
Smithsonian Museums



Business Chains
(Wegmans Grocery, AT&T
Walgreens, Bank of America)



Universities
(UCSD, Texas Tech, Princeton,
Texas A&M, Ball State)



Aira and BrightSpace



- D2L is the first of its kind to offer Aira as an available accessibility accommodation for users of its products
- Any BrightSpace user who is blind or low vision can now connect to an Aira agent to receive real-time visual description to assist with accomplishing tasks while using BrightSpace
- As D2L is leading the way in accessibility and inclusive design, content providers can often put content on the platforms which is not accessible or inclusive to all those who need to access it
 - Professors ask for discussion on inaccessible PDFs or documents
 - Stem courses often require access to visual diagrams, graphs or charts
 - Students may be asked to watch videos which do not have audio description
- With the tap of a button, an Aira agent can provide instant visual descriptions for the user, allowing them to complete the task while they advocate for included accessible content with that professor



Thank you!

GREG STILSON
greg@aira.io
www.aira.io