

## ALICE Unlocks Multimedia at World Class Venues

*Mobile software provides immersive experience for guests with low sight or hearing*

**ORLANDO, FL, January 28, 2009** — Softeq Development Corporation debuts ALICE, the *Assistive Listening and Captioning Engine*, at the ATIA tradeshow today. Created by Softeq, ALICE is an assistive technology solution that allows venues to provide an immersive experience to patrons with low sight or low hearing.

Running on the Durateq ATV rugged handheld, ALICE unlocks a rich world of multimedia experiences at museums, theme parks, and venues for patrons requiring audible or visual assistance. Developed for and proven at a renowned Florida theme park, ALICE includes patented infrared technology, automatically triggering content for playback as on-screen text, or spoken word over headphones. Other installed venues include The World of Coca-Cola museum in Atlanta, Georgia, and newly opened The Hall at Patriot Place presented by Raytheon in Foxborough, Massachusetts. This assistive technology solution also helps public attractions meet important ADA requirements, because it combines Closed Captioning, Descriptive Narration, and Assistive Listening all in one small and lightweight device.

*"With ALICE, guests who are deaf, hard of hearing, blind, or have low vision can experience an entertainment or museum venue in a way that is as close as possible to a guest without sight or hearing challenges,"* said Paul Fruia, senior project manager at Softeq.

Content is automatically triggered using a patented system as the guest moves from place to place. ALICE software supports multiple languages, meeting the needs of multicultural communities as well.

The DURATEQ ATV solution with ALICE offers organizations the ability to provide a single personal device which meets the Title III of the ADA requirements that apply to private entities such as museums, restaurants, and stores. Title III requires that public accommodations don't discriminate against individuals with a disability. Where necessary, a public accommodation must provide aids or services to ensure effective communication. A landmark case in 2004 at the International Spy Museum established this precedence by the US Department of Justice.

Come meet ALICE at our ATIA booth #1406 in Orlando on January 28-31, or see our Assistive Technology website <http://www.softeq.com/products.assistive.asp> to learn more about ALICE and how "she" can help you with your accessibility project!

(More)

**DURATEQ Handheld Solutions**

Developed by Softeq Development, the DURATEQ handheld is the thinnest and lightest rugged handheld that is maximized for compatibility with commercial and custom applications. The DURATEQ unit is IP54 rated for dust and splash resistance, and meets the relevant Military Standard 810F criteria for handheld electronics to ensure durability in public environments. For more information, visit [www.durateq.com](http://www.durateq.com)

**Softeq Development Corporation**

Headquartered in Houston, TX, Softeq Development Corporation specializes in system integration, project management, product creation, and software development for Fortune 500 companies. Softeq has provided assistive technology solutions for over 5 years. For more information, visit [www.softeq.com](http://www.softeq.com).

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