Durateq® Mobile Captioning for ADA compliance in Stadiums & Arenas

Presented to
Customers and Partners

Presented by
Softeq Development Corporation

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Introducing…
*Durateq ALiCE Live*
Stadium & Arena Captioning Solution

- Why you need to act now to provide captioning services for your fans
- Durateq ALiCE Live captioning solution
  - System overview and components
- Cowboys Stadium System Demonstration
- Benefits to Stadium Owners and Operators
  - Mobile closed captions vs. open captions
- Additional information
  - Softeq Capabilities
  - Best of Breed Partners
  - Other installation examples
  - The DURATEQ Advantage
Ohio State football fan sparks lawsuit* to get captioning in the stadium

Because OSU does not provide captioning, Mr. Sabino claims OSU is in violation of Title II of the Americans with Disabilities Act (ADA) and section 504 of the Rehabilitation Act.

In 2006, the NAD filed a lawsuit, Feldman v. Pro-Football, Inc., against the Washington Redskins for not providing captioning at their football games at FedExField. In September 2008, the court ruled that “the ADA requires Defendants to provide deaf and hard of hearing fans equal access to the aural information broadcast over the stadium bowl public address system at FedExField, which includes music with lyrics, play information, advertisements, referee calls, safety/emergency information, and other announcements.” This case is pending appeal.

“Nearly 20 years after the ADA was enacted, many sports stadiums are still not fully accessible to deaf and hard of hearing fans,” said Michael Stein, attorney for the NAD. “Accommodations such as captioning are required by law to ensure equal access for deaf and hard of hearing individuals.”

“This case speaks to so much more than one individual’s rights,” said Laren Knoll, attorney at the law firm of Willis & Willis Co., L.P.A. “Every single fan deserves the opportunity to participate, understand and enjoy the sporting event, while they’re watching it. Mr. Sabino had the courage to take a stand, not only for himself, but for sporting event fans everywhere.”

“The time has come for stadiums to come into compliance with the ADA,” said NAD President Bobbie Beth Scoggins. “We expect professional, college, and university sports teams to provide and display captioning to ensure equal access, an equal opportunity to participate, and effective communication with deaf and hard of hearing individuals.”

The lawsuit was filed with the United States District Court for the Southern District of Ohio. The complaint asks the court to order OSU to provide and display captioning for all announcements made over the public address system at its venues, including the Ohio Stadium, the Schottenstein Center and St. John’s Arena.
Stadiums ADA situation analysis

- Title II & III of the Americans with Disabilities Act requires that anyone disabled are entitled to an accessible media experience in public venues.
- Perception: sports teams use public monies and tax breaks to build $100M to $1B stadiums and then do the bare minimum for disabled fans.
- Due to lack of standards, venues are not sure how to interpret this requirement which results in non-action or “just get by” actions. Section 508 compliance is a common benchmark referenced.
- Lawsuits by American Council for the Blind (ACB) and National Association for the Deaf (NAD) are on the rise (re: 7/17/09 Ohio State University lawsuit).
- We have a solution available today...
RICH GUEST EXPERIENCE FOR ALL

Assistive Technology for Public Accommodation

Public Venue Needs:
- Personal attention for Blind & Deaf
- Relevant audio content and captioning
- Portability and durability
- Ease of on-site management
- Title II & III ADA compliance
- Section 508 compliance

Guest scenarios:
- Real time event closed captioning and audio description
- Stadiums, museums, theme parks, and theaters
- One device for handheld captioning & assistive listening
- Real-time translations possible

Our Solution Tool Kit:
- Durateq ALiCE Live handheld app
- Durateq ATV unit with WiFi, enhanced IR, and assistive FM Receiver
- FM transmission & PC server equipment
- Integration with EEG HD 480 encoder and caption cast service
- Pre-loaded customized content (optional)
- IR Emitter network components (optional)
**Durateq ALiCE Live** mobile event captioning Solution

- Secure WiFi Network thru-out facility with ample bandwidth
  - Pervasive footprint and bowl coverage required

- Live Captioning on premise or remotely
  - Stenographer system feeds an EEG encoder providing live captioning to IP TV network of monitors thru-out the stadium/arena

- **Durateq ALiCE Live** Client app & EEG Server
  - Features EEG HD480 server & CaptionCast client software to receive packetize caption data feed for network transmission

- FM transmitters for assistive audio
  - Tuned to assistive bands for re-broadcast of PA plus featured radio stations

- Consumer devices
  - WiFi-enabled DURATEQ ATV rugged devices dedicated for required on-site accommodation for CC, assistive listening, and audio description via assistive band FM tuner
  - iPhone/iPod Touch, Blackberry, Windows Mobile, or even PC running a browser linked to EEG site to receive caption broadcast either via WiFi or WWAN over the air
**Durateq ALiCE Live**

**Mobile Captioning Solution Overview**

- **Event Day operation**
  - Guests check out a handheld device or download an application from website or app store
  - Stenographer in control tower translates PA announcements into text via captioning system*
  - Captioning system presents data over IP network to closed circuit displays & EEG CaptionCast gets simultaneous caption feed
  - Durateq ALiCE Live device app receives data over WiFi with zero latency
  - FM transmitters re-broadcast the live commentary from choice of radio play by play presentation
  - Disabled guests and elderly fans smile on cue 😊

- **Arena / Stadium set up**
  - WiFi network broadcasting in bowl*
  - Control room captioning station*
  - Stenographer on premise or remotely on event day*
  - Control room EEG HD480 Caption Server
  - FM transmitter broadcasting in assistive bands
  - Durateq ALiCE Live handheld devices on premise

* Requirement of stadium
DURATEQ Mobile Captioning Demo from Cowboys Stadium

- Softeq & Intelligent Access teamed up to provide a comprehensive “stadium captioning” system utilizing the WiFi network at the new world renowned multi-use stadium. The *Durateq ALiCE Live* solution provides closed captioning and adds assistive listening plus descriptive narration in English and Spanish. DURATEQ ATV units available for Dallas Cowboys fans and other event patrons late 2009. Mobile Captioning can also be accessed with WiFi-enabled consumer devices running an application on iPhone, Blackberry, or Windows Mobile (rollout TBD). Content & application update for a self-guided stadium tour is planned for 2010.
FM Transmission set up for Audio Services

Server Room set up for Captions

Note: photos are for Softeq use only with permission of Cowboys Stadium.
CART Captioner on Site – Control Room Setup

Note: photos are for Softeq use only with permission of Cowboys Stadium.
Devices ready at Cowboys Stadium Guest Services

Note: photos are for Softeq use only with permission of Cowboys Stadium.
Select the mode (services offered)

Note: photos are for Softeq use only with permission of Cowboys Stadium.
Audio Description via radio play by play

Note: photos are for Softeq use only with permission of Cowboys Stadium.
Assistive Listening Mode

Note: photos are for Softeq use only with permission of Cowboys Stadium.
Real-Time Game Announcements

Note: photos are for Softeq use only with permission of Cowboys Stadium.
Live Announcements anywhere

Note: photos are for Softeq use only with permission of Cowboys Stadium.
Support for Music Lyrics

Note: photos are for Softeq use only with permission of Cowboys Stadium.
Post Game Testing in Control Room

Note: photos are for Softeq use only with permission of Cowboys Stadium.
**Durateq ALiCE Live**  
**Personal Mobile Captioning System Benefits**

**Immediate Benefits to Stadiums or Arenas**

- Free up or maintain valuable scoreboard space for advertising or game statistics which ~99% of your fans demand
- Provide equal access to your media experience to disabled fans, meeting ADA requirements, on consumer devices over your WiFi network
- Deliver real-time captioning to deaf and hard of hearing fans wherever they are sitting discreetly
- Re-broadcast your PA system announcements at assistive listening decibel levels over headsets
- Re-broadcast your choice of play-by-play radio announcers for blind and low sight fans (audio description)

**Future system enhancements possible**

- Enable fans to bring their own WiFi enabled device, (Optional apps for iPhone, iPod Touch, Blackberry, or Windows devices)
- Delivery of other content or advertising messages to devices
- Scalable to include general fan users
Best of Breed Partnership

Softeq Development Corporation

Headquartered in Houston, TX, Softeq Development specializes in system integration, project management, and product development for Fortune 500 companies worldwide. Softeq has been providing assistive technology solutions since 2002. Softeq’s DURATEQ ATV is the thinnest and lightest rugged handheld available on the market today providing personal accessible media via customized applications.

For more information, visit www.softeq.com.

EEG Enterprises, Inc.

Headquartered in Farmingdale, NY, with additional offices in Brooklyn, NY, EEG offers the most complete line of solutions for closed captioning, quality control, affiliate communications, VANC monitoring, AFD and more. The company’s 25+ years of experience in the fields of closed captioning and ancillary data distribution provides the most stable equipment base available.

For more information, visit www.eegent.com.
Why Softeq for your real-time captioning solution?

● History of success & proven track record
  – Softeq operating since 1997, and assistive since 2002

● Extensive Assistive Technology project experience
  – Fortune 500 clientele: DURATEQ Assistive Technology provides content for blind and deaf visitors today at Walt Disney World, World of Coke Museum, and the Hall at Patriot Place

● Experienced technical software development
  – Solution customized to work with your control tower & network infrastructure

● Leading edge mobile and infrastructure hardware
  – Durateq ATV, iPhone, iPod Touch, Blackberry, Windows Mobile

● Attention to detail
  – Site analysis, quality assurance, testing, training, service & support

● Affordable & fast
  – Centrally located in Houston, TX!
www.softeq.com/products.captioning.asp
Durateq ALiCE Live mobile captioning & assistive audio solution

Get immersed in the experience!

- Fully automatic Mobile Closed Captions for people with hearing loss (Deaf or hard of hearing) delivered in real time over WiFi network
- Audio Description & Narration for people with vision loss (Blind or Low Vision), with high-contrast buttons for menu selections or adjusting volume
- Audio amplifier supports volume levels for Assistive Listening
- FM Receiver tuned to FCC designated assistive listening frequencies
- Vibration alert option to alert new content
- Rugged design withstands daily guest abuse in both inside and outside venues, yet small enough to carry all day
- Extended battery life and multi-unit docking station available for entire event performance
- Optional IR receivers synchronize location aware content and with shows using patented JAMSYNC technology
- Optional IR transmitter enables captioning content on external monitors
- Optional 4GB storage capacity for pre-loaded content in multiple formats and languages
- Softeq's Durateq ALiCE Live assistive software solution. ALiCE stands for the Assistive Listening and Captioning Engine. Durateq ALiCE Live is enabled to link to the EEG HD480, iCap, and CaptionCast event captioning solution. The advanced features of the Durateq ATV are combined to deliver an automatic and immersive experience for all guests.
- The unit is easily configured by a guest services representative via touch screen, and the user is safely locked out of extraneous functions of the device to ensure simplicity, security, and reliable operation.
Other DURATEQ ATV CASE STUDIES

Assistive Technology

- US National Park Service in various locations
- The Hall of the Patriots presented by Raytheon in Boston, Massachusetts
- The World of Coca-Cola in Atlanta, Georgia
- Walt Disney World Resort in Orlando, Florida
DURATEQ ATV CASE STUDIES: 14 DURATEQ ATV INSTALLATIONs at NPS and Counting!

- Softeq Development Corporation teamed up with IDIQ Vendors and Audio Description Solutions to design, build, and install an assistive technology system offering assistive listening (AL) for hard of hearing, and audio description (AD) for people who are blind or have low sight. This system will help NPS to comply with Section 508 of the Rehabilitation Act and to meet the Title II and III ADA Requirements while providing an immersive guest experience for all NPS Visitor Center guests.

- For more info visit www.softeq.com/nps

Others in the works….WHVC, RORI, AZRU, ACAD, CAVE…. 
DURATEQ ATV CASE STUDIES: The Hall at Patriot Place presented by Raytheon

- Softeq was involved with the assistive planning for The Hall at Patriot Place before the ground was broken. The Hall is a technologically advanced venue and presented quite an assistive support challenge. The DURATEQ ATV solution was able to meet that challenge with its own technologically advanced assistive features.
DURATEQ ATV CASE STUDIES: World of Coca-Cola

- Softeq integrated the DURATEQ ATV solution at The World of Coca-Cola, where it is used for closed captioning, descriptive narration, assistive listening, and for language translation. Special units were created in “Coca-Cola Red.” Content updates and Japanese translations planned for late 2009.
DURATEQ ATV CASE STUDIES: Walt Disney World

- HP recommended Softeq to Walt Disney World’s Safety and Accessibility organization to create a personal device and develop an application to present real-time experiential media to blind, low sight, deaf, and hard of hearing guests. Softeq delivered a rugged handheld based on HP iPAQ and the ALICE app to take advantage of Disney’s proprietary wireless technology. Softeq is Disney’s sole licensee and owns the exclusive commercial marketing rights for this advanced, assistive technology solution.
HEAVY DUTY. WITHOUT THE HEAVY.

DURATEQ ATV platform

- Developed for and battle tested in Florida theme parks
- Based an industry standard PDA platform (Marvell PXA270 & WM 5.0)
- Sealed casing: IP 54 rated for dust and moisture resistance & drop-tested to 3 feet
- Built-in WiFi, Bluetooth, FM Tuner, and Enhanced IR transceivers
- SD slot for memory expansion
- Optional GPS module for outdoor triggering
- Break-away neck lanyards and comfortable over-the-ear headphones
- UL & FCC certified, European CE mark, RoHS compliant
- VPAT available upon request
DURATEQ ATV handheld device ideal for on-site accommodation requirements

- Thinnest and Lightest rugged handheld* available on the market today!
- Fully customizable at low order quantities
  - Software & Hardware
- Competitive Cost
- Stable platform
- Long Lifecycle
- Ideal form factor

* Mil Std 810F conformance tests passed 12/08
Classic DURATEQ ATV
Get Immersed in the Experience

For more information click, call or email:
www.durateq.com/atv.asp
281-552-5001 or toll-free 888-552-5001