

## Mobile Captioning for Stadiums & Arenas

The population is aging and you have some deaf and hard of hearing fans in the audience. Providing text of the public address announcements and referee calls for persons who are deaf or hard of hearing is the right thing to do. But then, you get a conflicting picture of how to do that and stay within your operating budget. Regardless of where you are located, the debate is happening, open captions vs. closed captions. We happen to believe that both can coexist and that perhaps **MOBILE CAPTIONING** is the best choice for your stadium or arena. The reasons are many:

- People are comfortable with mobile devices – just look around at all the mobile phones in your audience with fans texting & holding them up at concerts
- Fans can sit anywhere – with good Wi-Fi network coverage, you won't need special seating sections or line of sight
- Leverages your existing captioning infrastructure – mobile closed captioning bolts on to captioning you may be already providing either on-site or remotely
- Keeps your valuable signage space open for advertising, scoreboard game content, and popular game statistics – this is your ROI for ADA compliance



## **Immediate Benefits of Mobile Closed Captioning**

**Durateq® ALiCE Live mobile captioning and assistive listening solution** benefits Stadiums, Arenas, and Public Entertainment Venues:

- Provide equal access to your media experience to disabled fans, meeting ADA requirements, on consumer devices over your WiFi network
- Free up your valuable scoreboard space for advertising or game statistics which ~99% of your fans demand
- Deliver real-time captioning to fans with hearing loss wherever they are sitting
- Re-broadcast your PA system announcements at assistive listening decibel levels over headsets for hard of hearing fans
- Re-broadcast your choice of play-by-play radio announcers for fans with vision loss (audio description) over protected assistive FM bands
- Easy for your Guest Services team to deploy and manage on game day

Future system enhancements possible:

- Enable fans to bring their own WiFi enabled device, (iPhone, iPod Touch, Blackberry, or Windows Mobile devices)
- Delivery of other content or advertising messages
- Scalable and Customizable to include general fan users

## **Why it is in your best interest to act now!**

The Americans with Disabilities Act (ADA) has just celebrated a 20<sup>th</sup> anniversary. While the requirements are sometimes difficult to interpret, it is now clear for stadium media accessibility. Where necessary, accommodations must be made to provide aids or services to ensure effective communication. The US Department of Justice established precedence in a landmark case in 2004 at the International Spy Museum. In 2006, the National Association for the Deaf (NAD) filed a lawsuit, Feldman v. Pro-Football, Inc., against the Washington Redskins for not providing captioning at their football games at FedEx Field. Again in 2009, a federal lawsuit was filed in Columbus, Ohio by the NAD which charged that Ohio State University violated the ADA requirements by not providing captioning at all its venues.

The ***Durateq® ALiCE Live*** mobile captioning and [Softeq assistive technology solutions](#) offers a single personal device which helps public entertainment venues meet Title II and Title III of the ADA accessible media requirements for nondiscrimination.

The reality is that you are trying to accommodate your audience as best as you can. Making a proactive move on this issue will result in positive press versus defending potential lawsuits. We can show you how mobile captioning is the most cost effective way to reach the whole audience regardless of where they are sitting.

## **We can get you up and running in just 90 to 120 days!**

Get a quote from Trey Litel today at (888) 552-5001, (281) 552-5027 or [trey.litel@softeq.com](mailto:trey.litel@softeq.com). References are available upon request.