

## WHY SHOULD YOUR COMPANY/ORGANIZATION PROVIDE CAPTIONING

- One in ten people have a hearing loss in the US<sup>1</sup>—a total of over 33 million people
- One-on-one communication isn't a challenge for this group of people at conferences, but in a larger setting, without captioning, they miss important information in groups or conferences
- Sometimes referred to as oral deaf, they are not signing or “Big D” Deaf. They speak English, not American Sign Language because they've lost hearing late in life or, if the loss occurred in childhood, they've had speech training and wear hearing aids or a cochlear implant
- Oral deafness is “the invisible disability.” Hearing aids and cochlear implants can be concealed under long hair, a hat or may look like a Bluetooth device. Some people do not realize they have a hearing loss and may be reluctant to disclose it at work or ask for help
- Breakdowns in communication affect productivity and cause discomfort for all participants
- Captioning, the communication bridge, connects speakers and listeners
- Business leaders that care about inclusion provide captioning

## HOW IT WORKS

- The Open Captioner uses technology to stenotype at over 225 words a minute, with an accuracy rate of 97% or more, to translate speech to text in real time
- Onsite audience views captions on an electronic sign that looks like a movie marquee
- For Intranet Broadcasting, offsite viewers receive a simultaneously captioned broadcast on the organization's intranet. Our AV experts work with the IT team to synchronize live captioning with the intranet broadcast

**EVERYONE BENEFITS** from intranet and open captioning because they are part of Universal Design. Professionals, scientists and others for whom English is a second language find captioning useful to “fill in the blanks.” The hearing community, when momentarily distracted, also refers to captions to “catch up” with the speaker.

Reach everyone. Put the  symbol for Open Captioning on your flyers today.

### **Call or email for a demo:**

Randi C. Friedman, RPR, CCP, CRR  
[www.theopencaptioners.com](http://www.theopencaptioners.com)

Nationally Certified Communication Access Provider  
Tel: 917-561-5326 or 973-744-3485

~Serving New York, New Jersey, Connecticut, Pennsylvania~

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<sup>1</sup> Statistics provided courtesy of Center for Hearing and Communication [www.chchearing.com](http://www.chchearing.com)