

# Lowering ADA compliance risk with Trint

While video content is being produced and consumed at a tremendous rate, it's critical to ensure compliance with the Americans with Disabilities Act to provide a great experience for every customer, save on costs and protect your reputation.

# trint



## The challenge

While ADA regulations do not mention websites, they do call for *auxiliary aids* in communication. Courts interpret this to extend to online video captioning and website accessibility, but it's unclear what compliance actually is.

## The risk

In the last five years ADA related lawsuits have gone up by 250%, with over 1,000 in 2018 alone, impacting companies from e-commerce stores and restaurants to consumer goods and more. Controlling risk and avoiding costs associated with litigation and reputaton, while providing genuine accessibility, are critical.

### 1. Alternative Text

Fast, accurate transcripts means you save time writing out and posting alternative text for videos, while boosting you SEO. Simply upload the video to Trint, and get your ready-made transcript in less than half the time of the video.

### 2. Video captioning

Video production is costly enough, Trint not only speeds up post-production, it also has caption export options including .srt or .vtt to allow editors to burn-in captions automatically into video editing software.

### 3. Interactivity

With the Trint Player you can embed your video with a live transcript that tracks what's being said. Website visitors can see and hear what's happening for maximum accessibility.

World-class teams collaborate with Trint

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