

Audio	Visual
Upbeat music begins and plays throughout entire video.	UserWay Logo
Federal ADA accessibility laws exist to ensure that everyone, regardless of what disabilities they have,	Animated hands touching multiple digital screens with social media buttons and different types of charts.
can access your digital content.	The screen turns dark and darker browser screens appear.
Organizations with inaccessible websites are being hit with lawsuits, hefty fines, and negative publicity.	The same hands touch screens that crack or do not work and a fist pounds in frustration. Laser beams shoot across the screen.
Introducing, UserWay, the leading accessibility technology that powers compliance for governments, enterprises, and the world's leading brands.	The screens clear, geometric shapes appear, and reveal the UserWay logo. A circular UserWay icon appears and lines branch out from it to connect with icons of different buildings, a car, a basketball, and a soda bottle.
UserWay makes accessibility, accessible.	All of the icons bounce up and down.
Just visit userway.org ,	A drawing of a web browser appears with the words “ www.userway.org ” being typed on it.

click 'Get the Widget,'	A blue button that reads “Get the Widget” appears and is clicked on.
and customize it to fit your site's look and feel.	A new drawing of a webpage appears with a UserWay widget icon. Colorful boxes appear with different sliding options.
UserWay immediately remediates issues with:	The UserWay icon leaps off the site and falls down toward different drawings.
Color contrast.	A white box with a blue letter A turns into a blue box with a white letter A.
Keyboard navigation.	A finger pushes a green “enter” button.
Text and readability.	Text is bunched together, then separates to spell “Readable Font.”
Forms.	A smaller box appears in dark blue, then changes to white showing form fields filled in with asterisks. A cursor clicks “submit” on the form.
Links.	A green link icon appears. A new browser window drawing floats past with different parts of the text highlighted.

Image alts.	An image placeholder is replaced with a drawing of a rocket ship taking off and the words "Rocket takeoff" written next to it.
Page structure.	A dark screen with slanted lines marked H1, H2, H3 appears. As the UserWay icon rolls past, each line straightens and they look organized.
And even pause animations.	A pause symbol appears and the image zooms out to show a cartoon man looking at a computer screen.
UserWay ensures your site not only meets but exceeds ADA and Section 508 regulations.	The man stands up and walks past words reading "Section 508," "ADA," "WCAG," and "EN 301 549."
Now, everyone can finally access your site without barriers.	The man keeps walking past as we see a group of people laughing and talking.
Legal risk - mitigated.	Papers appear.
New users - attained.	The man's silhouette appears behind the papers. A web browser appears with five blue stars on it.
Your company's leadership - utterly impressed.	The man walks up to a woman and they high five.

<https://youtu.be/mjPtRbgwUro>

UserWay - The World's Leading AI-Powered Accessibility Technology

<p>Choosing UserWay means voting for inclusivity, compliance, and increased exposure to millions of new customers.</p>	<p>The image zooms out to a bowl with arms placing sealed envelopes in it. Icons of people appear in front of the bowl with small speech bubbles by their heads.</p>
<p>Protect your users' civil rights by fostering a more accessible digital space for everyone.</p>	<p>The bowl disappears and a globe appears with several gray rings around it and colorful beads on the rings. The globe spins and the beads turn into smiley icons and text chat icons.</p>
<p>UserWay - accessibility your way.</p>	<p>The globe zooms away and the UserWay logo appears.</p>