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## **Crawford Technologies Announces the Launch of Document Accessibility Services for the Visually Impaired**

*Equal access to transactional customer communications addresses legislative and business requirements, supports greater independence for millions of visually impaired North Americans*

**Toronto, 3 February 2009.** Crawford Technologies Inc., the award-winning provider of transactional customer communications solutions, announced today that it is launching a service to provide transactional documents for visually impaired customers in alternate formats. From its New York-based facility, CrawfordTech uses existing customer communications data to produce the requisite alternative formats in a timely, accurate and secure manner for its clients' visually impaired customers. Crawford Technologies' Document Accessibility Services (DAS) delivers English, Spanish and French-language documents in Braille, Large Print, Audio and E-text.

"Having equal and timely access to transactional customer communications is absolutely critical for both blind and sighted individuals," said Ernie Crawford, President and founder of Crawford Technologies, "Beyond the raft of regulatory requirements to provide these alternative formats to their customers, many of our clients recognize that this significant demographic is largely underserved. They have an opportunity to not only reduce their own risk and costs, but to attract and retain the visually impaired as loyal customers by promoting independence."

CrawfordTech's DAS is a flexible service that accepts most common print files, including AFP, Xerox Metacode, PCL, PostScript, PDF, EBCDIC, ASCII Text and other data types such as XML, regardless of the file size. In some cases, clients securely transfer a pre-split file that includes only the visually impaired customers' documents. If needed, however, CrawfordTech can split out the required documents from a complete print file. From this existing data, CrawfordTech produces the required format, including Braille (Grades One and Two), Large Format, Audio and E-text. CrawfordTech's DAS services include printing, insertion and mailing of the documents to their recipients, as well as detailed reporting.

CrawfordTech's DAS provides retail banks, wealth management companies, credit card issuers, utilities and telecommunications companies, as well as government organizations, with the option of outsourcing the specialized alternate format customer communications. DAS provides these companies and organizations with unique technology and expertise that reduces the costs of offering these services. Importantly, it shortens the time to market, allowing organizations to quickly and cost-effectively address these needs by partnering with a knowledgeable, capable and reliable service provider, instead of building the specialized infrastructure and expertise in-house.

### **About Crawford Technologies Inc.**

Since 1995, Crawford Technologies' award-winning solutions have helped over 500 companies around the world reduce costs associated with communications processes by delivering mission-critical transactional communications to their customers in the format they need, when they need it. With CrawfordTech's range of unique software products and services, our clients simplify, automate and extend document delivery cost effectively - irrespective of current, legacy or future standards in infrastructure or document output. These clients, including four of the top five US banks, four of the top five US insurance companies and four of the world's top five car manufacturers, are realizing high-value results as:

- Costs associated with document processes are minimized through automation.
- New opportunities for savings across critical communications are realized.
- They react quickly to changes in regulations, policies, business requirements and technical infrastructure.

CrawfordTech's quality software, expert support and print business knowledge help clients to meet operational, service, marketing, legal and standards requirements and automate the delivery of billions of communications to

their customers annually. Simply put, companies look to Crawford Technologies for our platform-independent approach, leading system performance and superior output fidelity. Please visit [www.crawfordtech.com](http://www.crawfordtech.com) to find out more about our customers, people, partners, products and solutions.

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