



Solutions for Accessible PDF



About NetCentric Technologies

- Established 1995
- World leader in providing solutions for PDF accessibility problems
- Creator of the CommonLook suite of software and services
- Leadership positions in developing ISO standards for PDF and in promoting awareness of and support for PDF standards via the PDF Association
- Duff Johnson (President)
 - Founded the first company offering commercial PDF accessibility services
 - Chair, US Committee for PDF/UA since 2005, US Spokesperson for ISO 14289
 - International Project Co-Leader and Chair, US Committee for ISO 32000
 - Vice Chair of the PDF Association
- Ferass Elrayes (Chief Technology Officer)
 - Since 2006, a key contributor to the development of PDF/UA
 - Vice Chair, Canadian Standards Council Committee for TC 171 SC 2



Users and Organizations LOVE PDF!

- PDF files are easy to make and share
- PDF looks the same everywhere (Win, Mac, Linux, tablet, phone, printer, etc.)
- PDF is powerful and flexible; highly capable as “electronic paper”
- PDF is difficult to alter, and may be secured
- PDF is forever, doesn't require a server



Web Content Managers *HATE PDF!*

- PDF appearance is unmanaged (no CSS and template usage is beyond WCM control)
- While web pages can easily be fixed or tweaked, PDF requires returning to the source
- While HTML is light, PDF files can be huge
- No visibility: PDFs aren't (well) managed by Content Management Systems
- Anyone can and does make PDFs; why is it my problem?



1500

PDF

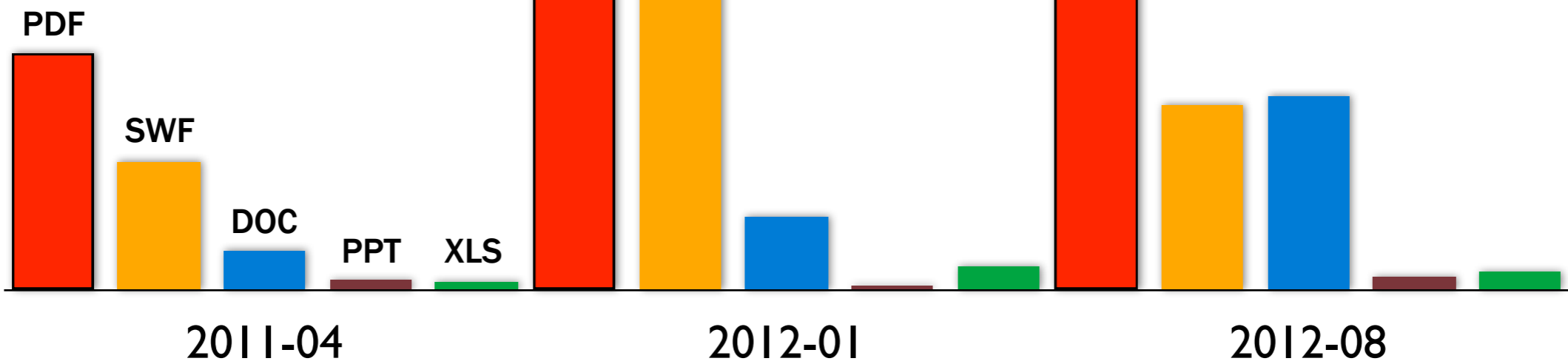
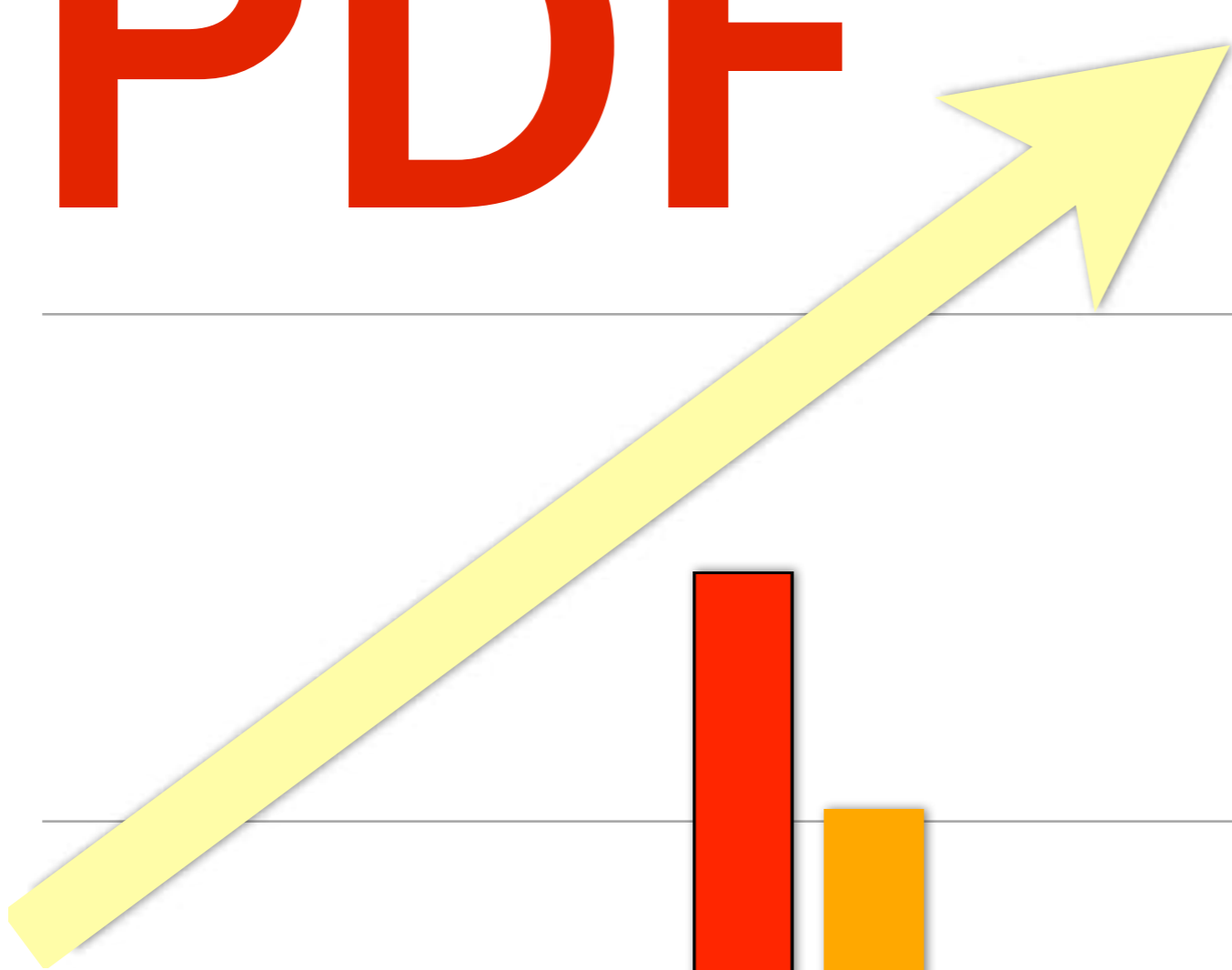
1000

500

Millions of Files Online

Source: Google "filetype:X" search

- PDF
- SWF (Flash)
- DOC & DOCX
- PPT & PPTX
- XLS & XLSX



*There are more
PDF files everyday.*

Deal with it.



CommonLook

- CommonLook is a brand of NetCentric Technologies
- Dedicated to PDF accessibility
- First with 3rd party PDF accessibility software & services
- Generating and verifying accessible PDF since 2004
- Complete solutions for the entire document lifecycle
- PDF/UA support coming soon!



CommonLook Solves PDF Accessibility Problems



PDF Creation

- Authoring
- Preparation
- Generation



Remediation

- Verification
- Remediation
- Outsourcing



Management

- Awareness
- Management
- Training



CommonLook Office

- Works with Microsoft Word & PowerPoint
- Provides complete guidance prior to PDF creation
- Creates accessible PDF documents and forms



CommonLook Office - Features

- Task by task, checkpoint by checkpoint for easy learning
- All Section 508 (1194.22) checkpoints covered
- Powerful Regular Expression-based quality control mechanism for alternative text
- Complete table structure management, including “presentation” tables and tables with row headers
- Fillable PDF forms from MS Word and MS PowerPoint
- Creates an accessible, Section 508 compliant PDF file once checkpoints are complete



CommonLook Office - Benefits

- **Methodical:** systematic approach ensures quality results
- **Structured:** reduces complexity for new users
- **Flexible:** includes power tools for advanced users
- **Cost-effective:** minimizes expensive verification work
- Increases awareness of accessibility requirements
- Leads to improved skills with MS Word and PowerPoint





CommonLook Office

The screenshot displays the CommonLook Office interface. On the left, there is a 'Reports' section with a bar chart showing 'Forms' at 15 and 'Pages' at 517. On the right, the 'CommonLook Office - Checkpoints' panel is open, showing a breadcrumb trail: 'Content Preparation > Word > Logical Heading Levels'. Below this, a message states: 'Check for headings, ensure heading levels are not skipped. [More...](#)'. The panel includes tabs for 'All Checkpoints', 'Current Checkpoint', and 'Checkpoint Preferences'. A red 'X' icon indicates an error: 'One or more heading levels are skipped.' Below this, it says 'Headings identified in this document. Errors are noted.' A list of headings is shown, with the first one highlighted in blue: 'Heading 1 (PDF Tag: H1)'. The following items are: 'Heading 3 (PDF Tag: H3) - Heading level skipped', 'Heading 3 (PDF Tag: H3)', 'Heading 3 (PDF Tag: H3)', 'Heading 4 (PDF Tag: H4)', 'Heading 4 (PDF Tag: H4)', 'Heading 4 (PDF Tag: H4)', and 'Heading 4 (PDF Tag: H4)'.





CommonLook Office

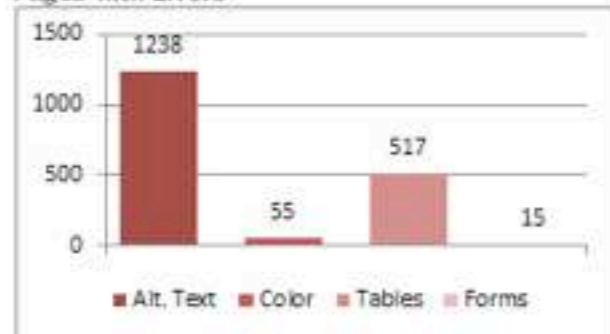
Clarity scan, summary and reports

accessibility characteristics. The software generates reports. Use CommonLook Clarity to identify PDF documents requiring human verification.



of pages: 1659

Pages with Errors



Checking or correction

Document Name	Page Count	Errors
...
...
...
...
...

PDF document.



CommonLook Office - Checkpoints

Section 508 > 1194.22 > (a) Text Tags

Ensure graphics include appropriate alternative text. [More...](#)

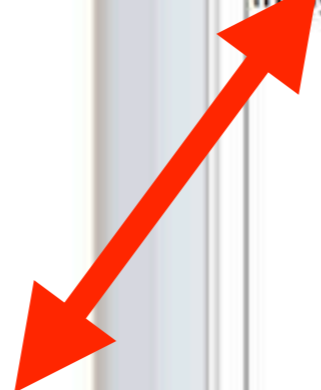
All Checkpoints | Current Checkpoint | Checkpoint Preferences

- Image{No alternative text provided}
- Image{No alternative text provided}
- Image{Institutional, Document, Summary, Active, Automated}
- Image{CommonLook Report icon. }
- Image{No alternative text provided}
- Image{No alternative text provided}**
- Image{C:\Users\Duff Johnson Source\Desktop\CL_Clarity

Show images with no textual description

Show all

Textual Description:



CommonLook Office

CommonLook Office - Checkpoints

Section 508 > 1194.22 > (c) Color

If color is used to convey information, ensure also provided by other means. [More...](#)

All Checkpoints Current Checkpoint

Pages with Color:

Page 1

our complimentary CommonLook Clarity scan, summary and reports

CommonLook Clarity analyzes PDF files posted online for accessibility characteristics. The software generates several reports for management, auditing and other purposes. Use CommonLook Clarity to identify PDF documents failing accessibility standards and identify files requiring human verification.

Verification Domain: *ADD-DOMAIN-HERE*

Total number of documents: 142 Total number of pages: 1659

PDF files found by generating application

Application	Count
Word	120
PowerPoint	33
Other	15
Untagged	54

Pages with Errors

Error Type	Count
Alt. Text	1238
Color	5
Tables	517
Forms	15

Reports include links to files that require checking or correction.

CommonLook Clarity provides several customizable CommonLook Reports.



CommonLook PDF

- Works with Adobe Acrobat Professional
- Professional-strength checking and correction for existing PDF documents and forms
- Powerful, comprehensive table structure editor



CommonLook PDF - Features

- Automatically detects and repairs common problems
- “Pass” or “Fail” documents, pages or individual objects (Figures, use of color to convey information, etc)
- Powerful, comprehensive table structure editor (Complete control over cell type, span, scope, ID and more)
- Detailed reports at the object, page and document level
- Re-orders page content to follow logical order



CommonLook PDF - Benefits

- Speeds validation and correction of tagged PDF files
- Quickly resolves table structures in seconds vs. minutes with Adobe Acrobat Professional alone
- Improves the user experience even for users with software that doesn't understand PDF tags
- Reports facilitate logging, auditing & quality control



CommonLook PDF

Your complimentary CommonLook Clarity scan, summary and reports

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Verification Domain:

Total number of documents:

Total number of pages:

PDF files found by generating application

Pages with Errors

Reports include links to files that require checking or correction

Logical

Ind.	Check	Status	Description	Remarks
(c) Col	User		Please ensure that all information conveyed with color is ...	
(d) Re	User		Please verify that the logical structure of the page corres...	
(g & h)	Failed		Cell (1,1) does not have column header in table (1)	
(g & h)	Failed		Cell (1,2) does not have column header in table (1)	
(k) Te	User		Choose not applicable if this document is accessible. Pa...	

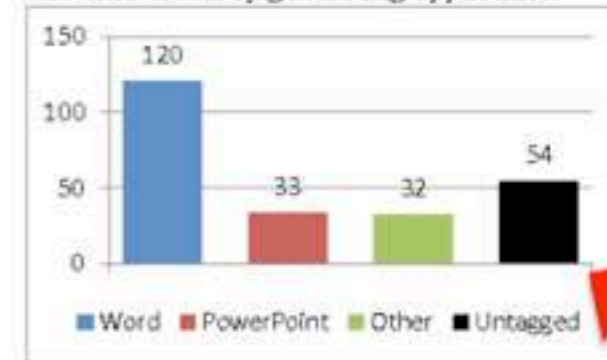
Your complimentary CommonLook Clarity

CommonLook Clarity analyzes PDF files posted online for accessibility characteristics. The software generates several reports for management, auditing and other purposes. Use CommonLook Clarity to identify PDF documents failing accessibility standards and identify files requiring human verification.

Verification Domain:

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PDF files found by generating application



Reports include links to files that require checking or correction



CommonLook Clarity provides six customizable CommonLook Reports.

Types of Reports



CommonLook PDF

Data Table

Please review the logical structure of the table and make sure that each cell has at least one column header and one row header.

Logical Structure

Table Number: 1

		Imported			Domestic		
		Apricots	Cherries		Apricots	Cherries	
			"A" Grade	"B" Grade		"A" Grade	"B" Grade
Perth	Whole Sale	\$1.00	\$9.00	\$6.00	\$1.20	\$13.00	\$9.00
	Retail	\$2.00	\$12.00	\$8.00	\$1.80	\$16.00	\$12.50
Adelaide	Whole Sale	\$1.20	N/A	\$7.00	\$1.00	\$11.00	\$6.00
	Retail	\$1.60	N/A	\$11.00	\$2.00	\$13.00	\$10.00

Table Properties | Cell Properties | Physical View

Cell Type: Table Header Cell | Scope: Column

Col Span: 1 | Row Span: 1

Speak Text: []

Linked Headers: []

Modify

Passed | Failed | Cancel | End Verification

Examples of Tables

Presentation Table:

This is a test for a presentation table. The table is just used to create 2 columns effect. This is the second column of the table. Again, used for a column effect.

Simple Table:

Quantity	Price
	\$10
0	\$9
0	\$8
0 or more	\$7

Complex table

		Imported			Domestic		
		Apricots	Cherries		Apricots	Cherries	
			"A" Grade	"B" Grade		"A" Grade	"B" Grade
Perth	Whole Sale	\$1.00	\$9.00	\$6.00	\$1.20	\$13.00	\$9.00
	Retail	\$2.00	\$12.00	\$8.00	\$1.80	\$16.00	\$12.50
Adelaide	Whole Sale	\$1.20	N/A	\$7.00	\$1.00	\$11.00	\$6.00
	Retail	\$1.60	N/A	\$11.00	\$2.00	\$13.00	\$10.00



CommonLook Clarity

- Scans websites and folders to locate PDF files
- Interrogates PDF files at document, page and object levels
- Generates both summary and actionable reports



Management Solutions



CommonLook Clarity - Features

- Detailed control over website spidering to set report scope
- Schedule scans daily, weekly, monthly or immediately
- Incremental vs. Full scanning options to reduce loads
- Individual checkpoint configuration options
- Report total files & pages, secured and corrupt files
- Report source, contents, existing accessibility features
- Report accessibility errors & content requiring human review
- Six types of reports
 - Institutional, Document, Summary, Active, Status, Detailed



CommonLook Clarity - Benefits

- Provides objective data for assessing PDF accessibility
- Helps direct training and remediation resources
- “Active” report is linked; ready for use by remediators
- Extracts alt. text from figures for high-level quality control
- Tracks progress towards compliance objectives
- Tracks verification by CommonLook Office and PDF
- Spot patterns from detailed object-level reports
- Enterprise class solution for sites up to millions of PDFs



CommonLook Clarity

Summary Institutional Status Report

Section 508-Standard 1194.22

Serial	Domain Name	Root URL	Total Pages	Pages Failing							
				a) Text Tags	b) Multimedia Presentation	c) Color	d) Readability	e) Server-side image maps	g & h) Data Tables	j) Flicker	k) Alter
1	Accessibility	http://www.ada.gov/section508/	1659	1238	0	0	1234	0	517	0	0
2	CommonLook	http://www.commonlook.com/commonlook-software-services-and-training-for-accessible.pdf	102	5	0	0	0	0	0	0	0

Document Source

Serial	Domain Name	Root URL	Total Number of Files	Document Source				Verified by		
				MS Word	MS PowerPoint	MS Excel	Other	CommonLook PDF	CommonLook Office	Common Cl
1	Accessibility	http://www.ada.gov/section508/	142	120	0	0	22	0	0	142
2	CommonLook	http://www.commonlook.com/commonlook-software-services-and-training-for-accessible.pdf	10	1	2	0	7	0	0	10

Management Solutions





CommonLook Clarity

Summary Document Compliance Status Report

Metric	Count
Figures	1
Figures Lacking Textual Description	0
Tables	5
Tables Lacking Heading Information	0
Form Elements	0
Untagged Form Elements	0
Form Elements Lacking Tool Tips	0
Radio Buttons (Need to be Converted to Forced Checkboxes)	0
Multimedia Elements	0
Scripts	0
Elements with Potential to Flicker	0
Elements that May Require a Timed Response	0
Server-side Image Maps	0
Untagged Elements	765
Pages failing the Color Checkpoint	0
Pages failing the Navigational Links Checkpoint	0
Pages failing the Readability Checkpoint	0

Management Solutions



CommonLook Reports

- **Report Content:** number of files, pages, images, tables, form fields, untagged content, pages inc. color, scripts, etc.
- **Report Problems:** number of images w/o alt. text, tables w/o headers, fields w/o labels, pages failing checkpoints
- Report on entire websites or folders (CommonLook Clarity) or individual files (CommonLook PDF)





CommonLook Reports

- **Institutional Report**
Current compliance status across all Verification Domains
- **Document Report**
Compliance statistics for a specific document
- **Summary Report**
Current compliance status for a single Verification Domain
- **Active Report**
Lists PDF files based on specified characteristics
- **Automated Status**
Automated test results for a specific Verification Domain
- **Detailed File Status**
Document, Page and Object-level detail on checkpoint failures



CommonLook Services

- Cost-effective, quick and certain remediation of PDF documents and forms
- High-volume capacity (thousands of pages / day)
- Create interactive fillable forms from plain PDF pages
- Files perform well with software that doesn't use PDF tags
- PDF/UA Compliance Services coming soon
- Available WCAG 2.0 Level AA service
- Guaranteed satisfaction



CommonLook Training

- Basic accessibility with Microsoft Word and PowerPoint
- Accessible PDF creation with CommonLook Office
- Easing the learning-curve with CommonLook PDF
- Managing electronic documents with CommonLook Clarity
- Develop expert skills to speed through demanding tasks
- Become certified as a CommonLook Trainer



Management Solutions



CommonLook and PDF/UA

- NetCentric has produced accessible PDF files for years; CommonLook tools & services cover most of PDF/UA today
- PDF/UA Conformance Services will be available soon
- PDF/UA creation, validation and remediation software is under development and will be available in 2013



CommonLook



CommonLook Solutions for PDF Accessibility

www.CommonLook.com



More Information

