

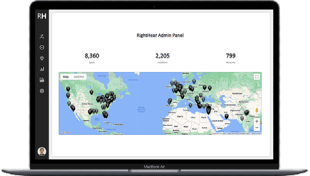


Mission: RightHear empowers people with disabilities to live more safely and independently. Our app-based Talking Signs transforms public spaces into accessible environments through immersive audio experiences.

RightHear provides an innovative solution to address the accessibility challenges faced by people with vision impairments. The solution uses advanced technologies, such as Bluetooth beacons and a user-friendly mobile app, to provide real-time audio guidance and information about the surrounding environment. The beacons transmit signals to the user’s smartphone, which then provides audio cues to guide the user. The system can be easily installed in public places, such as parks, airports, museums, or shopping malls, to provide accessibility to people with vision impairments.

RightHear’s solution is easy to use, requires no special equipment, and provides accurate and comprehensive information about the surrounding environment. The audio guidance is delivered in a clear and concise manner, ensuring that users can navigate and access public places independently and confidently. The app is also customizable, allowing users to tailor the audio guidance to their specific needs and preferences. The app can be used to locate points of interest, such as restrooms, trails, or specific areas. The app also provides information about the environment, such as the location of obstacles and exits.

The System has 3 main components:

An Online Portal, Accessibility Spots, and the visitor's free mobile app.

		
<p><b>An Online Portal</b> Tailor your audio descriptions using a secure admin dashboard. Incorporate links, and phone numbers, and maintain complete control over your audio format signage system. It’s user-friendly and gives you the flexibility to customize as needed. Get Started for Free.</p>	<p><b>Accessibility Spots</b> Instantly deliver audio descriptions to your customers. Easily pinpoint crucial spots like restrooms and exits, or announce exclusive promotions and audible menus. Our solution smoothly integrates without needing any complex system setups, WiFi, or even electricity. Simple, efficient, and designed for seamless accessibility.</p>	<p><b>Free App</b> Encourage your customers to download our free app, available for both Android and iOS. It supports 26 languages, including Spanish, Arabic, and English, making it accessible and user-friendly for a diverse customer base.</p>

RightHear in action at Parks

[video 1](#) – Natural Bridges State Park 1

[video 2](#) – Natural Bridges State Park 2

# The ADA and Audio Format Signage: All you need to know

## **What is the ADA?**

The Americans with Disabilities Act (ADA), enacted on July 26, 1990, is a civil rights law that prohibits discrimination against people with disabilities in several areas, including employment, transportation, public accommodations, communications, and access to state and local government programs and services. Read more about it [here](#).

## **How does the ADA help make spaces more accessible to people who are blind and visually impaired?**

The ADA includes specific provisions to ensure that buildings and facilities are accessible to all individuals, including those who are blind or visually impaired.

The ADA mandates that Title II entities (State and local governments) as well as Title III entities (businesses and nonprofit organizations serving the public) communicate effectively with individuals who have communication disabilities, which include disabilities affecting vision, hearing, or speech. The aim of this requirement is to guarantee that communication with people with these disabilities is just as successful as communication with those without them. Entities subject to the regulations are required to provide supplementary aids and services whenever necessary to facilitate effective communication with individuals with disabilities.

## **How can entities best comply with ADA requirements for effective communication?**

Accessible signage is a crucial component in promoting effective communication with blind and visually impaired individuals. While the Braille signage model might have been the best available option in the past, technological advancements and associated societal changes have made so much more possible. The National Federation of the Blind estimates that today only 10 percent of people who are blind can read Braille, and even for those who can read Braille, locating these signs can be challenging. Braille signage alone is not enough. The addition of audio tools leads to more effective communication with a much greater portion of the blind community.

## **How does RightHear's technology make your space more accessible and inclusive?**

RightHear provides an innovative solution to address the accessibility challenges faced by people with vision impairments. The solution uses advanced technologies, such as Bluetooth beacons and a user-friendly mobile app, to provide real-time audio guidance and information about the surrounding environment. The system can be easily installed in public places, such as airports, museums, or shopping malls, to provide accessibility to people with vision impairments.

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## Read Our Blogs

### Natural Bridge installs RightHear Accessibility system for guests who are blind or have low vision

By **Starr Anderson** Posted August 21, 2024

**Natural Bridge State Park** has long been a destination for outdoor enthusiasts and nature lovers. The park, known for its 200-foot-tall Natural Bridge, offers scenic hiking trails, gorgeous views and a large visitor center with educational exhibits, a gift shop and an Artisans Center.

Recognizing the importance of making these experiences accessible to everyone, the park has taken a significant step forward by installing the **RightHear Accessibility system**. This cutting-edge technology is designed to assist people who are blind or visually impaired, ensuring that they can navigate the park with greater independence and confidence.

Keep reading to learn more about RightHear and how Natural Bridge became the first state park in the U.S. to install the accessibility system.

#### What is the RightHear Accessibility system?



*RightHear Accessibility system*

The RightHear system operates through a smartphone app that provides audio descriptions of the surroundings, helping users to orient themselves, navigate unfamiliar areas and receive real-time information about their location.

The system works by using Bluetooth beacons installed throughout the park. These beacons communicate with the RightHear app on a user's smartphone, delivering detailed auditory cues about nearby landmarks, facilities and points of interest. The information can be delivered in up to 26 languages.

For instance, as a visitor approaches a trailhead, the app might announce, "You are now at the beginning of Cedar Creek Trail. This trail is 1 mile long and leads to the Natural Bridge. The terrain is moderate."

**Key features of the RightHear system at Natural Bridge include:**

- Real-time audio assistance: The RightHear mobile app, available for both iOS and Android, provides users with real-time audio guidance and information about the Bridge, visitor center and other areas of the park.



- Orientation assistance: Users can effortlessly acquire better orientation, receive audio descriptions about their surroundings, and easily locate important areas, enhancing their overall experience and independence.
- Event and service information: The RightHear system is capable of delivering detailed information about upcoming events and any relevant announcements, ensuring that everyone is well-informed when they arrive at the park.

## RightHear and Natural Bridge State Park



*RightHear user Lou Smith and RightHear CEO and Co-Founder Idan Mei navigating the Cedar Creek Trail at Natural Bridge State Park*

In 2023, Layne Johnson, who is blind, visited Natural Bridge with his wife. Afterward, he contacted the park and suggested installing an indoor orientation system to make the park more inclusive. One of the systems he recommended was RightHear.

After reading Layne's email, Assistant Park Manager Chris Fritze contacted RightHear and started working with CEO & Co-Founder Idan Meir and U.S. Operations Director Darren Gladstone on installing the accessibility system at the park.

Between product testing and securing funding, the process took nearly a year. During this time, Ranger Fritze was promoted to park manager at Smith Mountain Lake, and Dave Myers took his place at Natural Bridge, bringing the project to fruition and making Natural Bridge the first state park in the U.S. to offer the accessibility system.

"At Natural Bridge, we believe that everyone should have equal access to the park," said Park Manager Jim Jones. "With the installation of RightHear, we are taking a significant stride toward creating an inclusive environment where all guests, including those who are blind or low vision, can enjoy their visit. The implementation of the RightHear system aligns with our ongoing dedication to social responsibility and community engagement. As a beacon of inclusivity in the heart of Rockbridge County, we continue to set an example for businesses across the state and beyond."

The installation of RightHear at Natural Bridge was made possible with support from the [Friends of Natural Bridge State Park](#) and [Rockbridge Community Health Foundation](#).

If you or someone you know could benefit from the RightHear Accessibility system, consider downloading the app before your next visit to Natural Bridge State Park. For more information on the park's accessibility features and to stay updated on future developments, [click here](#). To learn more about RightHear, [click here](#).

## PARKS

[Natural Bridge State Park](#)

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If you have read the article and have a question, please email [nancy.heltman@dcr.virginia.gov](mailto:nancy.heltman@dcr.virginia.gov).

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