

**9 Million People in  
the UK are  
Print Denied...**



**How Many of Them  
are Your Customers?**

**MPH Accessible Media is one of the UK's largest transcription services and an integral part of Europe's leading provider of total disability services, MPH Group.**

A technologically driven and innovative company that delivers 24-48 hour turnaround on large volume transcriptions backed up by rigorous quality control.

### **Reach all your customers**

MPH produces fast, accurate, high quality transcriptions so that your customers can access all of your services.

Our clients include some of the UK's largest companies: banks and financial institutions, telecommunications (land, mobile and broadband), public utilities and government agencies.

All our work is branded according to our clients' requirements.

Whether it's a menu, brochure, utility bill, bank statement or a TV commercial, MPH Accessible Media will transcribe it into a format that every one of your customers can understand.

To find out how to reach all your customers, contact: MPH Accessible Media.

## **MPH Transcription Services**

**Data:** for transcription is routinely received electronically or by mail. A combination of skilled staff and innovative technology convert texts into the required format. This can also include any marketing or promotional material that you would normally send to your non-disabled customers.

**Accuracy:** before printing, proofreaders and technicians make a series of final checks. The various alternative formats are then printed, packed and dispatched, usually on the same day as they are received.

**Format:** although the track accessing function on a CD or minidisk is considered more user-friendly, it is worth remembering that many people (particularly the elderly) still do not have access to a CD player and audiocassette should not be ignored altogether.

**Copying:** you can choose to make multiple copies of any alternative format document at the time of transcription or create a master file and have copies made on request.

**CD ROMs:** can be produced relatively quickly, depending on which features are included - full video, audio tracks etc.

**Foreign Language:** transcription is available for all the alternative formats we produce (except for Cyrillic scripts).

## **Braille Production**

Braille is produced in A4 or standard Braille 12-inch pages in both single sided and interpoint (double sided formats) and wire bound with card covers.

Unique formats can be developed specifically for your company and because of our technology, you don't need to change your file formats as our processes can be adapted to meet your specifications.

All Braille production meets or exceeds current industry standards.

## **Large Print**

Material can be produced in both black and white and full colour formats to replicate existing designs/layouts as well as being developed specifically for your organisation using our own Large Print guidelines (compatible with industry standards).

## **Bulk Printing**

Four Nashuatec (Ricoh engines) together with a couple of slightly smaller printers produce a print output of over 500 pages per minute, enabling bulk booklet production that includes printing, folding, stitching and trimming in one continuous end-to-end process. Binding and packaging match any standard print production. In addition to alternative formats, we can design and produce the standard print version of any document.

## **Video Transcription - British Sign Language (BSL) Sub-titled Video Productions**

MPH also has two purpose-built drive-in television studios linked to gallery space, a make-up and wardrobe facility and full on-site catering service.

Here, BSL translation and sub-titles are added to pre-produced videos or original video scripted, filmed and produced in our studios or on location and then BSL and captions added.

Pre-prepared videos requiring the addition of BSL sub-titles can be produced quickly. Although this format is given the highest priority, realistic turnaround times must be expected when location filming is required.

MPH uses the top BSL presenters from all over the UK

## **Audio Transcription**

MPH has three fully equipped professional sound recording studios each capable of producing transcribed documents in all industry standard audio formats: audiocassette, CD, minidisk, wav, MP3, RealAudio etc.

Whether it's a letter, bank statement, utility bill, a detailed brochure or product information, the media team draft the text into a script suitable for an eclectic mix of professional presenters (both male and female, old and young) to convey the information.

There are two options available:

**Direct to tape transcription:** a no-frills service with information presented by one person, ideal for simple correspondence, meeting minutes or statements etc.

**Full studio:** for transcribing more complex information such as core brochures or annual reports when production values are important, more than one presenter is used to capture the 'feel' of the original.

As with bulk and large printing, the final material is packaged to match your brand guidelines or other printed reference and despatched directly to your customers.

## **Audio Guides**

MPH also uses audio description to create audio guides for places of interest such as museums, exhibitions, historic buildings and walks.

Our creative team will work with you to produce a script. You may wish to present it yourself or use professional presenters.

Sound effects can be incorporated as well as music and indexing.

Tone indexing is regularly used for people with visual impairments who are used to the 'cue and review' function available on many audiocassette machines.

It is especially useful in searching for specific sections of an audiocassette if a contents section is included at the beginning.

## **Music**

Theme music adds enormously to any audio or video product and at MPH you have the option of using stock music, or having your own individual piece written in-house.

Copyright can be purchased to ensure that no one else has access to it. The piece, or themes based on it, can be used for all of your information and can be especially useful as a separation piece or an indexing tool.

## **Artwork**

The artwork used for labelling and packaging will reflect your company or organisation. We believe that your customers should see the information as coming from you.

## **Accessible Web Design**

Our accessible media consultancy has authored a set of website design guidelines for designers, companies and organisations. With the help of our disability consumer panel, our consultants will audit your site and guide you or your web-design team through the steps you need to take to make your site accessible to everyone.

**Issues covered include:** accessibility, navigation, home page, text style, tables, fonts and point size, colour and contrast, graphics and other images, hypertext links, movement, frames, multimedia, site self-assessment techniques, validations tool etc.

**Web hosting:** MPH can web host alternative format documents on a client's behalf so that any print document, simplified text, audio (synthesised speech based) and British Sign Language (BSL) files can be read by your customer using a standard PC.

Pages can be linked directly from, and branded to match, the client's own website.

**Webcasts:** we can script, film, produce and host short promotional films on our customers' behalf.

**Podcasts:** we also produce, film and host promotional and informational audio and TV programmes (with BSL) on our customers' behalf.

## **Rigorous Quality Control and Proofing Procedures**

We take great pride in the accuracy and the quality of all the material we produce. Our success is based upon the implementation of rigorous quality control procedures.

**Mechanical Inspections:** test sequences are run on specialist equipment such as Braille embossers etc. several times each day according to the level of work.

IT equipment is checked at the beginning of each shift and test pages run from printers and photocopiers.

The audio and duplication equipment is cleaned and maintained on a daily basis, and test sequences run, guaranteeing the highest quality standard for all our transcribed information.

**Information Checks:** random physical checks on data are carried out on transcribed information as a matter of course throughout the day.

Although it is impossible to proof read every piece of information produced, we do however apply the most stringent checks particularly on transcribed financial information.

## **On Time - Every Time**

Turnaround times are typically negotiated as part of contractual Service Level Agreements. 24-hour shift patterns are worked according to customer requirements.

Standard turnaround time for letters and statements etc. is two working days for Braille, large print or audio.

For transcriptions of brochures or more complex information a maximum of ten working days will be adhered to wherever possible.

Emergency procedures are in place for the immediate turnaround of critical items.

Time and cost estimates will be given by return.

## **IT Development and Electronic Media**

With the rapid growth of e-commerce comes an increasing demand for electronic media provision. One of our strengths is being able to simplify this for our clients and we actively encourage your IT team to work directly with our IT and Development team to facilitate this.

Our work with standards-based application integration means you don't have to change the format of your material to fit ours; we will develop a unique format to accommodate yours.

We accept and convert AFP, PCL, PDF, ASCII and EBCDIC data into any of the alternative formats described in this brochure. This dramatically reduces turnaround times and also enables us to produce original print formats as well and despatch them with the alternative format, giving everyone in the household equal access to the information.

Both formats can be sent on the same day you would have sent out the original in your cycle, eliminating the need to build in system delays for despatch times for credit collection.

## **Alternative Format PIN Production and Secure Transcription**

MPH Accessible Media is the first company in the UK to have fully protected transcription systems equal to bank standard PIN production methods.

Secure transcription and PIN documentation can be produced in Braille, large print and audio formats, however, Braille and audio (synthesised speech) formats are fully automated processes without the need for human intervention.

- Fully protected production area
- Electronic swipe entry - recorded and logged
- Digital cameras linked to swipe entry
- MOD standard document deletion/shredding

## **Data Protection**

MPH is fully compliant with current UK legislation and regulations. To receive a copy of the Group's current Data Protection Procedures and Security Policy, please email: [dataprotection@mph-uk.com](mailto:dataprotection@mph-uk.com) or download a copy from our website: [www.mph-uk.com/policies](http://www.mph-uk.com/policies)

## **The Duty to Provide Accessible Information**

There are over 10 million disabled people living in the UK who spend an estimated £80 billion each year. Like all consumers, they have the right to choose where they spend their money and the right to receive the same services as non-disabled people.

The DDA makes it unlawful for providers of goods, facilities or services to discriminate against members of the public on the grounds of disability.

In the same way that you are legally required to make reasonable adjustments to equipment and the physical features of premises, you are also required to make information - such as sales literature or product instructions - accessible by transcribing them into Braille, large print, audio description or British Sign Language (BSL).

If you currently don't use any transcriptive techniques in your everyday customer communications, the chances are that you are failing to meet your obligations under the Act. Increasingly, organisations will face fines for not meeting their obligations.

For the very best advice on reaching all your customers as well as meeting your obligations under the Act, contact Europe's leading provider of total disability services - MPH Group.



**Europe's  
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Total Disability  
Services**

**MPH Accessible Media**

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