



Word Wizards® inc.

508 compliance
transcription
graphic design

Response to

Alliance for Innovation (AFI)

RFP AFI-2025-117

ADA Digital Accessibility

WCAG 2.1 AA / 2.2 AA Compliance Services

Workstreams 4, 6, and 7

Training, Document Remediation, and Multimedia Accessibility

Tab 5: Added Value

Submitted by

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Uniquely Positioned to Solve a National Challenge

The April 2024 DOJ final rule establishing WCAG 2.1 AA as the standard for state and local government web content has created an unprecedented compliance challenge. Thousands of public entities, from major metropolitan governments to small special districts, face mandatory deadlines in April 2026 and April 2027 with limited budgets, scarce accessibility expertise, and massive backlogs of legacy content. Traditional manual remediation approaches cannot scale to meet this moment. Pure automation solutions lack the quality assurance and human judgment necessary to ensure true accessibility.

Word Wizards, in partnership with archSCAN and the Accessibility On-Demand platform, is uniquely positioned to solve this interstate challenge at scale. We bring together two essential elements that no other provider combines in the same way:

- **Proven expertise:** Over 20 years of accessibility excellence serving federal agencies, with a reputation built on quality, precision, and unwavering commitment to the human experience of people with disabilities who rely on accessible documents and digital content.
- **Cutting-edge technology:** Partnership with leading automation developers who have created a platform capable of processing thousands of documents simultaneously while achieving compliance rates that approach human-level accuracy.

While the automation technology is new to commercial deployment, our expertise is tested and proven. Word Wizards serves as the critical bridge between cutting-edge technology and the requirements of a national compliance initiative. It is our dedication to quality, intimate knowledge of compliance regulations and standards, and deep understanding of remediation techniques that allows us to work with the technology developer to create a truly best-in-class solution. We do not simply resell automation, we validate it, refine it, and ensure that every document serves the people who need it most.

U.S.-Based Operations

Word Wizards is proud that all work performed under this contract is to be completed entirely within the United States by our workforce of domestic U.S. citizens. Our headquarters in Silver Spring, Maryland serves as the operational center for all remediation, quality assurance, project management, and customer service functions. When agencies contact Word Wizards, they speak directly with U.S.-based project managers and technical specialists, not offshore call centers or overseas contractors.

This commitment to domestic operations ensures secure handling of sensitive government documents, seamless communication without language barriers or time zone complications, and direct accountability to the American public sector clients we serve. For agencies with data residency requirements or preferences for domestic service providers, Word Wizards offers complete assurance that their content never leaves U.S. hands.

The Hybrid Advantage: Expert Humans Powered by Automation

Word Wizards' dual-track service model represents a new paradigm in accessibility services, one that harnesses automation's efficiency while preserving human expertise's irreplaceable value.

Track 1: The Gold Standard

Track 1 full-service remediation represents 20+ years of refined methodology, delivered by specialists who understand that accessibility is ultimately about human experience. Every document passes through hands that have remediated tens of thousands of pages for federal agencies with zero tolerance for error. This track exists because some content, public-facing policies, legal documents, executive communications, complex technical materials, demands absolute certainty. Track 1 carries our unconditional compliance guarantee: if a document doesn't read properly with JAWS or NVDA, we fix it until it works.

Track 2: The Human Engine Behind the Automation

Public agencies have accumulated years, sometimes decades, of legacy content that must be remediated before compliance deadlines. Manual remediation of these backlogs would cost millions and take years. The Accessibility On-Demand platform, developed by our technology partner archSCAN, offers breakthrough processing capacity: up to 10,000 pages in 3-5 business days at a fraction of manual costs.

Automation without expertise, however, is a tool without a craftsman. Word Wizards serves as the human hybrid workflow engine driving this technology to success, bringing two decades of remediation expertise to every aspect of the automated process. Our team understands where the technology excels and where it requires human intervention. Outputs are validated against real-world assistive technology use, not just automated checkers, with specialists catching edge cases, context-dependent decisions, and nuances that algorithms cannot yet master.

This partnership represents something different from a vendor reselling software. Word Wizards comprises accessibility experts who recognized automation's potential and chose to partner with technology developers, contributing the knowledge, judgment, and quality standards necessary to realize that potential responsibly. The result: agencies gain automation's scale while retaining access to human expertise when complexity demands it.

Beyond Compliance: Exceptional User Experience

Word Wizards recognizes that regulatory compliance is the floor, not the ceiling. A document can pass every automated accessibility check while still delivering a frustrating, confusing experience to someone navigating it with a screen reader. Technical conformance and genuine usability are not the same thing, and Word Wizards delivers both.

Our user experience-focused approach means we consider how documents actually work for people with disabilities, not just whether they satisfy checklist requirements:

- **Logical navigation flow:** We structure documents so that screen reader users can move through content intuitively, with headings, landmarks, and reading order that make sense, not just tags that exist.
- **Meaningful alt text:** Image descriptions that convey actual information and context, not generic placeholders that technically satisfy requirements but provide no real value to users.
- **Usable forms:** Interactive elements that work smoothly with assistive technology, with clear labels, logical tab order, and helpful error messages that enable users to complete tasks independently.
- **Real-world testing:** Quality assurance with JAWS and NVDA screen readers by certified specialists who understand the actual experience of navigating accessible content.

This commitment to user experience reflects our fundamental belief: people with disabilities don't just want documents that comply with regulations, they want documents they can actually use. Word Wizards delivers both compliance and exceptional experiences for the end users who depend on accessible content.

Pioneering Innovation in Media Accessibility

AI-Generated Audio Description

Word Wizards has pioneered the use of AI-generated humanlike speech for audio description production. Traditional audio description requires booking voice talent, studio time, and extensive post-production, creating bottlenecks and costs that put comprehensive video accessibility out of reach for many agencies.

Our proprietary SAIV (Synthetic AI Voice) platform produces broadcast-quality narration that is virtually indistinguishable from human voice talent. This innovation reduces production costs by 40-60% compared to traditional methods while enabling rapid turnaround and consistent quality across large video libraries. Agencies can now afford to make their entire video archives accessible, not just priority content.

This innovation exemplifies our approach: emerging technology adopted not to replace human expertise, but to extend what's possible. Our U.S.-based team writes every audio description script, ensuring that descriptions are accurate, contextually appropriate, and genuinely useful to blind and low-vision viewers. AI generates the voice; humans ensure the meaning.

Unlike the Accessibility On-Demand platform licensed through our technology partner, SAIV is Word Wizards' own innovation, developed in-house with a direct enterprise license to the underlying synthetic speech technology. This ownership provides complete control over quality, voice characteristics, and capability development. A direct relationship with the voice technology provider enables continuous refinement and expansion of the platform based on production experience and agency feedback.

SAIV is positioned for significant enhancement during the contract term. Planned developments include AI-assisted description generation, where visual analysis tools identify essential visual elements and draft initial description scripts for human review and refinement. Automatic timing integration will identify natural audio gaps and position descriptions optimally, reducing manual production time. Direct integration with common video hosting platforms and content management systems will streamline workflows from upload through accessible delivery.

Human-Centered Quality Assurance

Our quality assurance process includes testing with actual assistive technologies, JAWS and NVDA screen readers, not just automated compliance checkers. We verify that documents don't just pass technical validation but actually work for people using assistive technology. Our senior remediators are certified in screen reader use and understand the real-world experience of navigating accessible content.

Roadmap and Planned Innovations

Word Wizards is committed to continuous improvement throughout the contract term. Our partnership with archSCAN positions us to deliver ongoing enhancements as the Accessibility On-Demand platform matures:

- **Platform refinement:** Feedback from production deployments directly informs platform improvements. Participating agencies benefit from enhanced accuracy, expanded document type support, and improved processing speeds as the technology evolves.

- **Emerging standards support:** As WCAG 2.2 adoption increases and WCAG 3.0 development progresses, Word Wizards will update our methodologies and work with archSCAN to incorporate new requirements into automated processing.
- **AI Assisted Audio Description:** Provide automated audio description using AI to write scripts with human validation and automatic editing of inclusion into video content.
- **Integration expansion:** Planned development includes API enhancements, CMS integrations, and workflow tools that enable agencies to embed accessibility processing into their content management systems.
- **Analytics and reporting:** Enhanced dashboards and reporting capabilities to give agencies better visibility into their accessibility posture, compliance trends, and remediation progress.

No-Cost and Low-Cost Added Services

Word Wizards provides additional value to participating agencies through services offered at no cost or reduced cost:

- **Complimentary consultations:** 30-minute accessibility consultations for agencies evaluating their needs, understanding their options, or seeking guidance on prioritization, provided at no charge.
- **Product demos:** Demonstrations of the current Accessibility On-Demand platform. Pilot programs may receive test access to beta versions of client portals and test credits for automated remediation process validation.
- **Conference / webinar engagement:** Participation in AFI webinars, virtual events, and conferences to share knowledge, answer questions, promote our innovative solutions, and support agencies in their accessibility journeys.

Training and Capacity Building

Beyond remediation services, Word Wizards recognizes the need to build internal agency capacity. Our training and education services (Workstream 4) represent a value-added dimension of our offering that helps agencies develop sustainable accessibility practices rather than perpetual dependence on external providers.

Word Wizards seeks to educate professionals and decision makers on the regulations, technologies, and strategic requirements of digital accessibility. Our training programs address the full spectrum of agency needs, from executive briefings on compliance requirements and risk mitigation strategies, to hands-on technical videos for staff to help create and remediate accessible documents, forms, and multimedia content.

Key value-added elements of our training services include:

- **Custom curriculum development:** We identify the subject matter each agency wishes to receive training on and develop straightforward educational content focusing on the required technical information and practical means for success, not generic off-the-shelf modules.
- **Flexible delivery formats:** Curriculum can be provided as blocks of individual modules per topic for targeted learning, or as longer segments of extended training in webinar format. We offer pre-recorded videos, live webinars, slide presentations, PDF reference sheets, tip sheets, and multi-channel versions for agency distribution.

- **Role-based training paths:** Different audiences require different content. We provide targeted training for stakeholders needing education on regulatory criteria, content producers creating documents, forms, or videos, and technical staff learning accessibility remediation technologies, strategies, and best practices.
- **Accessible deliverables as models:** All training materials we develop are themselves fully accessible, serving as practical examples that agencies can reference when creating their own content.

Training services complement our remediation offerings by helping agencies prevent accessibility issues at the source rather than relying exclusively on after-the-fact remediation. The most cost-effective accessibility strategy combines external remediation expertise for complex or legacy content with internal staff trained to create accessible content from the outset. Word Wizards delivers both sides of this equation.

The Word Wizards Difference

The value Word Wizards brings to this contract cannot be reduced to a feature list or pricing matrix. It is the synthesis of proven expertise, strategic partnerships, technological innovation, and unwavering commitment to the people who depend on accessible content.

Word Wizards demonstrates what small business participation in public contracting can achieve: lean deployment of advanced technology harnessed to address enterprise-level challenges, meeting the needs of agencies and stakeholders across the nation, while maintaining an uncompromising dedication to quality and the human experience of people with disabilities using assistive technologies.

The strategic partnerships with archSCAN and the Accessibility On-Demand platform extend Word Wizards' reach without diluting its standards. The result is a solution greater than any single provider, large or small, could deliver alone. As state and local governments face the April 2026 and April 2027 compliance deadlines, Word Wizards stands ready to bring the full weight of this consortium to bear.

On the other end of every digital document, every remediated PDF, every captioned video are people with disabilities who rely on assistive technology to navigate their daily lives. They do not simply want compliance checkboxes, they need documents they can actually read, videos they can actually understand, forms they can actually complete. Twenty-five years of serving this community has taught Word Wizards that accessibility done right changes lives. That understanding drives every partnership forged, every technology adopted, every quality standard maintained, and it is what Word Wizards brings to AFI and the agencies this contract will serve.