

ADA Compliance and Digital Signage Mobile Integration:

# Empower Higher Education Inclusivity

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Meet ADA Requirements with Mobile-Integrated Digital Signage and Wayfinding for Equal Access to Information Throughout Your Campus.



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# Introduction

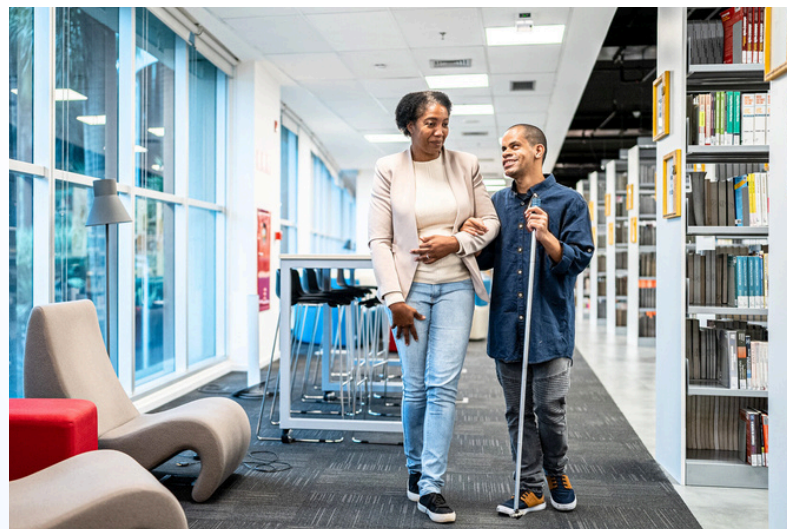
[One in five students](#) on your college campus will have a disability. It's your institution's ethical, and legal, responsibility to ensure that these students have equal access to campus information like class schedules, announcements, and events. But more than that, your disabled students should have engaging, interactive experiences with campus digital signage to augment their college experience.

The [Americans with Disabilities Act](#) (ADA) mandates that educational institutions provide equal access to all students, including those with mobility, vision, hearing, and cognitive disabilities. Accessibility is crucial for disabled students, who face unique challenges that can impact their academic performance and overall experience. Campus communications must be considered and catered to disabled students in the same way they are catered to able-bodied students.

Louis Braille, [the inventor of braille](#), once said, "We [the disabled] must be treated as equals – and communication is the way we can bring this about." Because of Braille's commitment to equal access communication, visually impaired people across the world were empowered with an effective reading and writing system. In today's digital age, [69% of students with disabilities attend four-year institutions](#), so colleges and universities must leverage advanced technologies like digital signage to effectively communicate with disabled students, meet legal ADA requirements, and create an inclusive educational atmosphere.

For students with cognitive disabilities, such as dyslexia, who may struggle with comprehending content, digital signage should be mobile-integrated with features like text-to-speech, AI assistance, and voice control. Accessible digital signage should also include adjustable font sizes, high-contrast modes, and screen reader compatibility to accommodate diverse needs. Those with mobility disabilities need mobile wayfinding solutions to navigate accessible campus pathways.

There's no question that accessible environments and communication channels contribute to better academic performance, higher satisfaction, and improved retention rates. When students feel supported, they are more likely to achieve their academic goals. By incorporating mobile-integrated digital signage into your ADA Compliance strategy, your institution will create a supportive environment for students of all abilities, paving the way for a richer, more equitable educational experience.



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# Chapter 1

## Legal and Ethical Imperatives for ADA Compliance in Higher Education



Your college or university has an ethical obligation to create an inclusive environment that meets the needs of all students, regardless of their physical or cognitive abilities. But since The Americans with Disabilities Act (ADA) was passed in 1990, institutions like yours are more than just ethically obligated, you are legally obligated to ensure equal access to education, information, and facilities. This includes making both digital content and physical spaces accessible.





## Key Legal Obligations for Higher Education Institutions

- **Physical Accessibility:** Campus facilities, including pathways, entrances, and restrooms, must be accessible to individuals with disabilities.
- **Digital Accessibility:** Websites, online resources, and digital signage should be compatible with screen readers and other assistive technologies, ensuring equal access to information.
- **Program Access:** All educational programs and services, including extracurricular activities and events, must be accessible to everyone.

## Consequences of Non-Compliance

- **Legal Actions:** Non-compliance can lead to lawsuits and legal challenges from individuals or advocacy groups.
- **Financial Penalties:** Institutions may face costly fines and settlements.
- **Reputational Harm:** Failure to comply with ADA regulations can damage an institution's reputation and its standing within the community.



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# What Does ADA Compliance Mean For Your Campus Digital Signage and Wayfinding?

ADA-Compliant digital signage ensures that all digital displays are accessible to students with disabilities. This includes designing content that can be easily interpreted by screen readers, providing alternative text for images, and ensuring that interactive elements are designed for individuals with physical or cognitive impairments. Additionally, [digital signage must be placed at accessible heights and locations](#) and should include features like captions for videos and adjustable text sizes.

## Key Digital Signage Features to Support Diverse Disabilities:

- **Advanced Accessibility Technology:** Ensures that students with various disabilities can seamlessly interact with digital signage, adapting to their environment with ease.
- **Enhanced Accessibility Features:** Includes text-to-speech, voice control, and interactive elements that are designed for clarity and ease of use, making navigation intuitive for all users.
- **Physical Mobility-Friendly Tools:** Incorporates features like flip screen functionality, Touchless Touch (using smartphones as touchpads), ADA Wayfinding, and Mobile Wayfinding to support users with mobility challenges.
- **Enhanced Visual Support:** Provides onscreen magnification, speak-to-text capabilities, and audible content descriptions to assist users with vision impairments and learning disabilities.
- **AI Assistance:** Delivers hands-free interaction and supports multiple languages, ensuring a more inclusive and accessible experience for a diverse student body.
- **Mobile Integration:** Allows users to seamlessly transfer interactions from digital signage to their mobile devices, offering continuous, personalized access to information wherever they are on campus.

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# Chapter 2

## Cater to Tech-Savvy Students: Solving for ADA Compliance with Mobile Integrations



Modern students are increasingly tech-savvy, using digital tools and apps to navigate their environments and support their disabilities. Students with visual impairments rely on screen readers, text-to-speech apps, and magnification tools. Those with mobility challenges use voice commands, proximity sensors, and other adaptive technologies. For students with cognitive disabilities, such as dyslexia, apps that assist with reading and learning are essential.

Institutions must integrate adaptive digital solutions that work seamlessly with students' devices to create accessible and supportive environments. Offering these tools not only enhances accessibility but also boosts student satisfaction, and retention, and gives your university a competitive advantage.



# Essential **Mobile Integration Features** for ADA Compliance

## **Touchless Interaction:**

The ability to control digital signage using smartphones as a touchpad eliminates the need for physical contact, offering a hygienic and accessible way for students, especially those with mobility impairments or immune concerns, to interact with campus services.

## **Consistent Experience Across Platforms:**

Ensuring a consistent user experience from digital signage to mobile devices is crucial. Accessibility features such as text-to-speech, magnification, and voice commands should be maintained as students transition between platforms.

## **Enhanced Personalization and Control:**

Students should have the ability to customize their interaction preferences on their mobile devices, with these preferences seamlessly following them from kiosks to their phones, providing a personalized, adaptive experience at every step.



## **Seamless Mobile Access Without an App:**

Students should be able to scan a QR code to effortlessly transfer content from digital signage directly to their phones, enabling easy access to important information.

## **Enhanced Campus Connectivity:**

Mobile integrations should allow students to stay updated on campus events and activities with interactive features like call-to-action buttons for buying tickets, checking availability, and more.

## **Wayfinding and Accessibility:**

QR code-enabled mobile navigation helps students with disabilities carry maps on their mobile devices, find the most accessible routes, and access readable content using tools they are familiar with.

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# The Benefits: What You Can Expect from ADA-Compliant Digital Signage and Wayfinding Mobile Integration Solutions

As educational institutions strive to create inclusive and supportive environments for all students, your campus needs a comprehensive ADA solution that not only meets legal requirements but also enhances the overall campus experience for disabled students.

By investing in a comprehensive digital signage solution with mobile integration, you can expect the following:

## Greater Accessibility and Inclusivity

The combination of 22Miles' ADA-compliant signage and Carry2Mobile fosters a more inclusive campus environment, where all students, regardless of their abilities, can easily navigate and access essential campus information.

## Improved User Experience

By enabling users to control their interactions on their mobile devices, our digital signage software provides a seamless, intuitive experience that empowers students with disabilities.



## Increased Engagement and Satisfaction

Our unified digital signage and mobile-integrated solution removes disability communication barriers, promotes independence, and offers flexible, adaptive interactions, significantly enhancing overall student satisfaction.

## Enhanced Campus Reputation

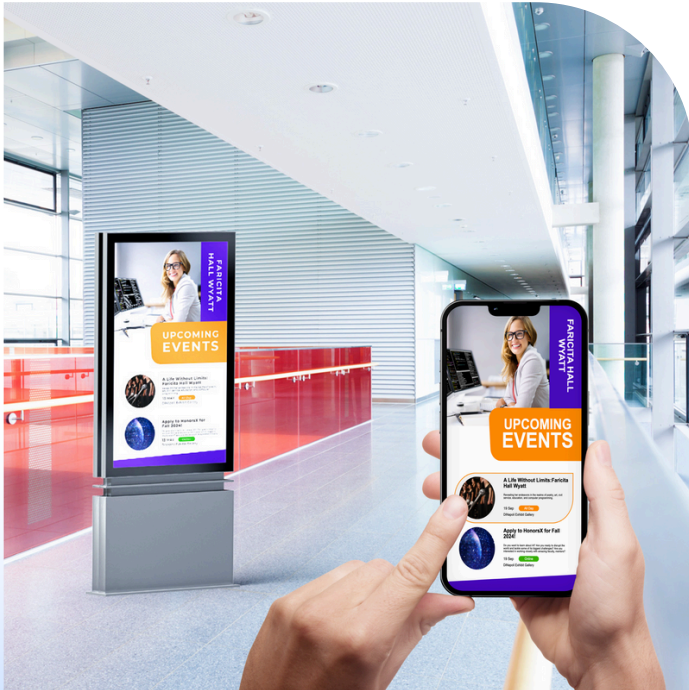
Implementing this unified ADA and mobile solution helps institutions establish themselves as forward-thinking and inclusive, strengthening their competitive edge in the higher education landscape.

## Boosted Retention and Performance Metrics

The inclusive environment created by 22Miles' integrated solutions contributes to improved retention rates, better student performance, and higher overall satisfaction, as students feel supported and empowered in their academic journey.

# Chapter 3

## The 22Miles Advantage: ADA Compliant Digital Signage and Wayfinding with Mobile Integration



[22Miles' ADA Compliant Digital Signage](#) ensures that all digital displays meet accessibility standards, providing an inclusive experience for all students. Our solution [integrates seamlessly with mobile devices](#) to enhance accessibility and connectivity across your campus.

- Seamless Mobile Access Without an App
- Enhanced Campus Connectivity
- Wayfinding and Accessibility
- Touchless Interaction
- Consistent Experience Across Platforms
- Enhanced Personalization and Control



## Remote Screen Control

22Miles empowers users to scan a code and transform their phones into a touchpad or remote, allowing them to move a cursor on the screen without physical contact. This feature provides a unique and inclusive solution, particularly beneficial for students with disabilities. Unlike competitors who may prioritize content delivery, 22Miles focuses on interactive experiences that are specifically tailored to meet accessibility needs, setting us apart from other digital signage software providers.



## Mobile Wayfinding

22Miles Mobile Wayfinding empowers QR code-enabled mobile navigation for students with disabilities to carry digital maps on their mobile devices, find the most accessible routes, and access readable content for visually impaired or dyslexic students using familiar, user-friendly tools.



## Carry2Mobile

22Miles Carry2Mobile is a feature that seamlessly integrates mobile devices with digital signage, enabling users to transfer interactions and information from physical displays to their smartphones for continuous, personalized access.



## Embracing Inclusivity with 22Miles' ADA-Compliant Digital Signage and Wayfinding

As higher education institutions work to meet the diverse needs of their students, embracing ADA compliance through mobile-integrated digital signage and [wayfinding](#) is no longer just an option—it's a necessity. By implementing 22Miles' comprehensive solution, your campus can ensure that all students, regardless of their physical or cognitive abilities, have equal access to vital information and an enhanced academic experience.

The integration of advanced accessibility features, seamless mobile interactions, and adaptive technologies not only meets legal obligations but also enriches the lives of students. With tools that empower autonomy and engagement, your institution can cultivate a supportive, inclusive environment.

This commitment to accessibility not only enhances the educational experience for disabled students and protects your institution from legal action, but also strengthens your institution's reputation as a forward-thinking leader in higher education. By fostering an environment where every student feels supported, you set the stage for improved academic performance, higher retention rates, and a more vibrant, inclusive campus community.

Invest in 22Miles' ADA-compliant digital signage solution to empower all students, and take a decisive step towards a future where accessibility and inclusivity are at the heart of your campus.





# The 22Miles Difference

At 22Miles, our mission is to empower organizations to elevate their internal and external communications. We achieve this through cutting-edge digital signage, intuitive wayfinding software, and AI-powered solutions.

With nearly two decades of commitment to higher education, our scalable solutions are tailored to the unique needs of your industry. Our goal is to help colleges and universities navigate the dynamic landscape of modern visual communication technology. [Book a Demo](#) today to discover how 22Miles can help your school solve for ADA Compliance with digital signage and mobile integration.

- Flexible Solutions for Your Unique Vision
- A Platform that Scales with You
- Reliable Tech Support
- Hardware Agnostic
- On-Premise & Cloud
- Extensive Native Integrations
- Comprehensive Content Flow Control
- Hundreds of Pre-Built Templates
- Always Mobile-Enabled