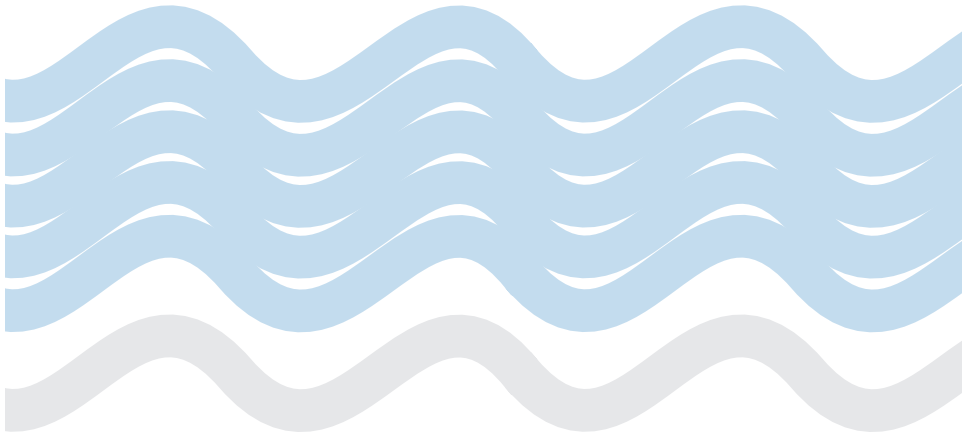
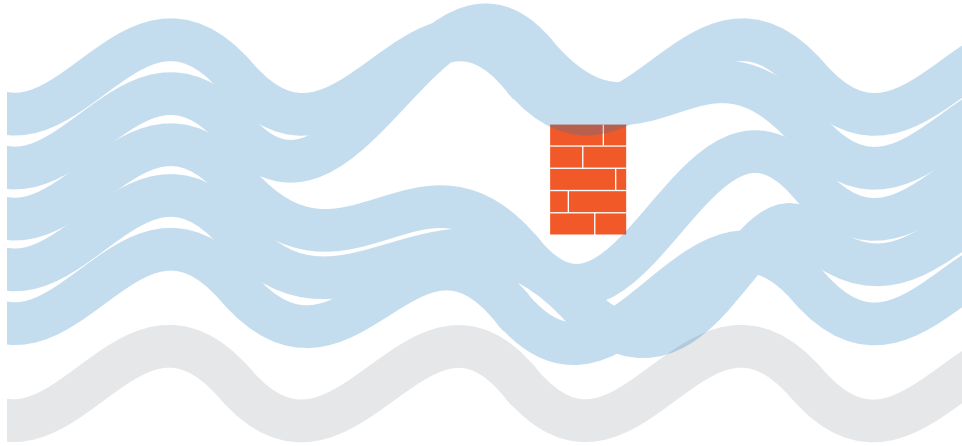


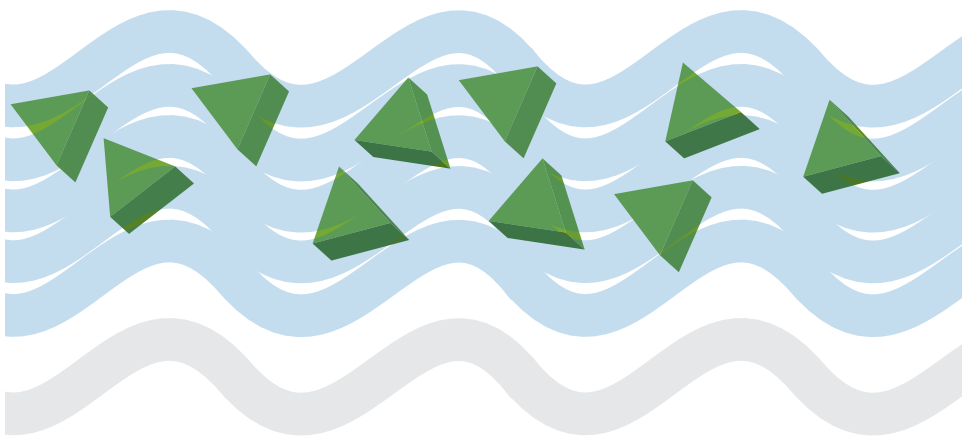
Harnessing sociotechnology to benefit accessible ICT



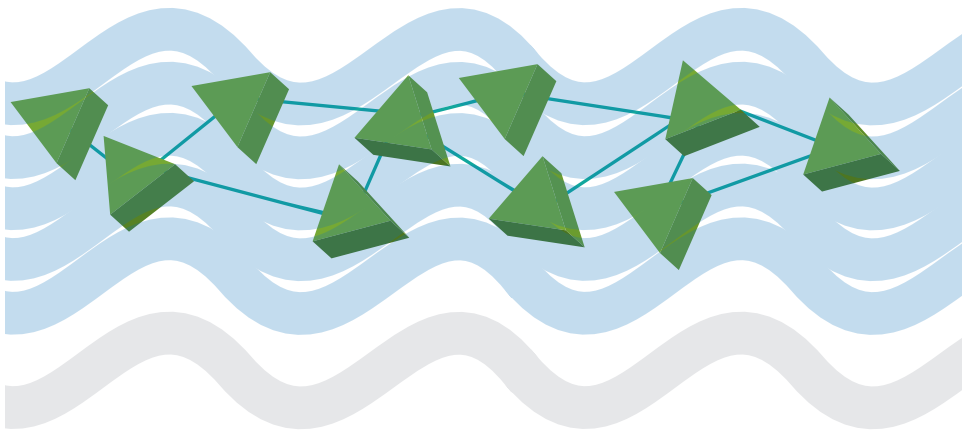
Technology is fast-moving.



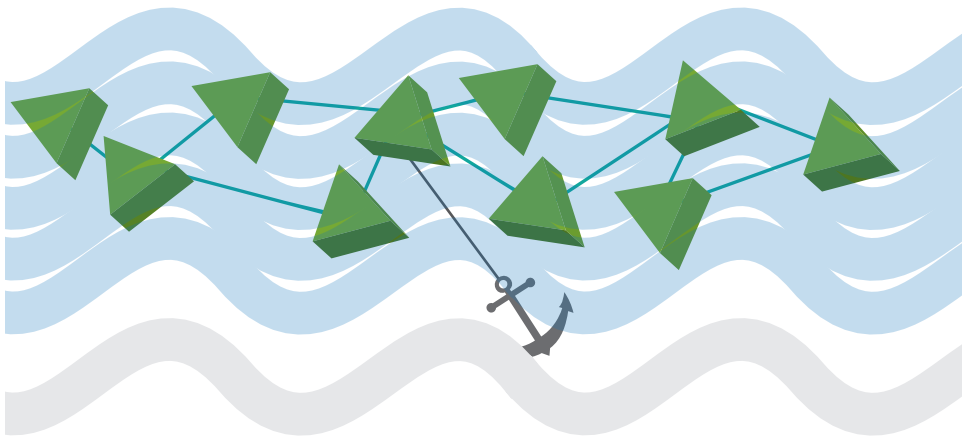
And much like a river, technology will quickly find ways around barriers



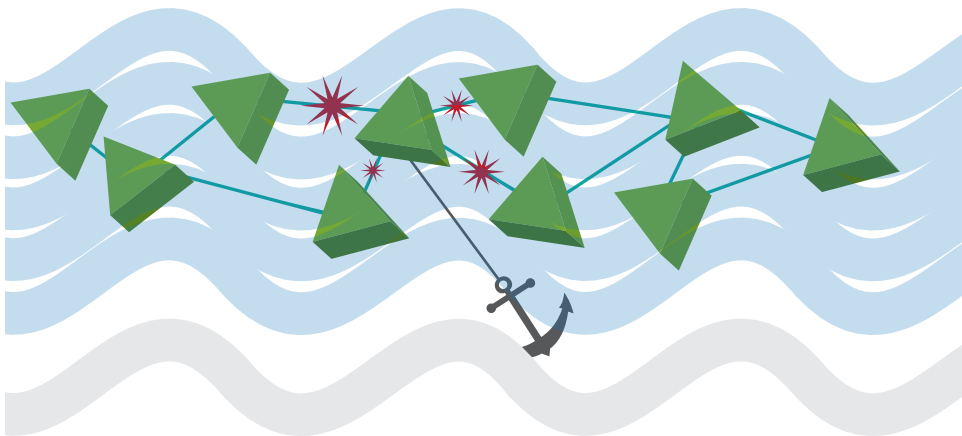
ICT products need to be agile and adaptable in order to keep up with the every changing river



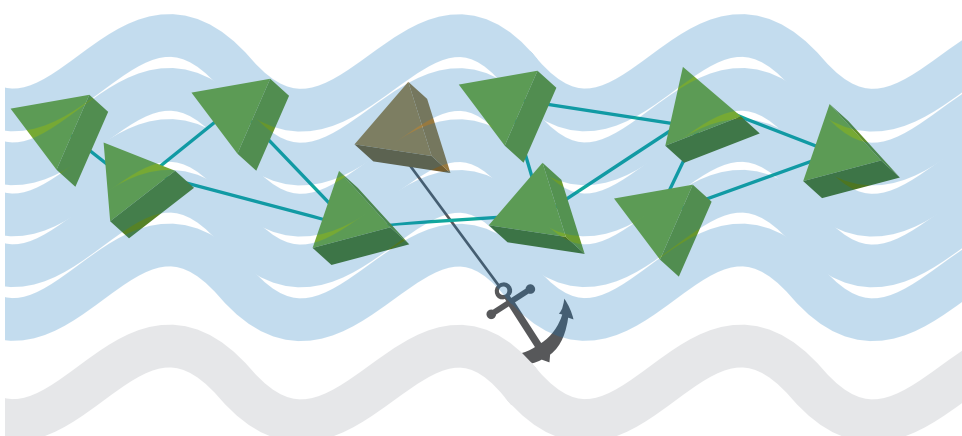
With an open and sharing environment, ICT products can inform each other and are therefore connected, creating a progressive ecosystem



If a product is placed in stasis (locked down to a particular way, such as a screen reader) the ecosystem is...



...strained causing breaks in the natural evolution of solutions within the ecosystem.



By placing a product in stasis any benefit of progress from the accessibility ecosystem is eliminated. In effect a non-progressive segregation model begins to form.