

Round Rock ad agency introduces ADA-compliant Web design

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Peer Group Consulting is now speaking a different language.

The Round Rock-based advertising agency, the first in the U.S. to provide services that cater to the deaf and blind communities, has secured a deal with Deaf Link Inc. of San Antonio that will allow for interpretation of PGC's new ADA-compliant Web design services.

Deaf Link has begun providing interpretation services to Peer Group Consulting for the company's ADA-compliant Web design services, which offer pop-up windows with videotaped sign language interpretation of a Web site's text for American Sign Language-speaking visitors, accompanied by voice-overs and screen-reader compatibility for blind and visually impaired visitors.

The agency will focus on providing ADA-compliant sites for city Web sites currently in need of online information catering to the deaf and blind communities.

PGC is currently finalizing contracts with several cities across the nation for the service.

PGC President Sha Embree says the company's services with Deaf Link will eventually expand to promote ADA compliance for all clients.

"By making all of a city's or business' information available to all individuals, one is not only fulfilling social responsibilities, but also increasing their market share by up to 10 percent," Embree says.

"This is an opportunity for companies to reach a considerable demographic of consumers. There is no reason any portion of a potential audience should be ignored based on language barriers."

According to Deaf Link, there are nearly 10 million visually impaired people and 28 million hearing impaired people in the U.S., many of whom use ASL as their primary mode of communication.

More information can be found on Peer Group Consulting's Web site www.peergroupconsulting.com.