

## Sponsorship

*ClickAndGo Wayfinding Maps* are being offered to sponsoring universities, agencies, hotels, airports, museums, and facilities of all kinds.

We have developed a state-of-the-art wayfinding web site that is fully accessible to blind and deafblind users. Our web site allows each sponsoring facility the opportunity to create any number of landmarks and detailed walking routes using your individual site editor (for which you will have login access). If you are a school or agency for the Blind, then you already have the mobility personnel necessary to compile the narrative route data for your facility. We can guide you in this process, and assist you in the use of the editor. Once you have entered the landmark and route information, the narrative routes become immediately available with voice or Braille output, and via telephone through our Interactive Voice Technology service.

If you do not have mobility specialists on staff, we can assist you in the creation of appropriate routes, and guide you in the further development and expansion of your routes as your needs arise.

We can work with you directly, or we can provide guidance to your consulting mobility specialists. Your narrative mapping service for blind travelers will grow much like the expansion of information in the Wikipedia model.

If you represent a museum, airport, hotel or other facility, we can provide you with all of the assistance necessary to make your site fully accessible to blind and deafblind consumers.

## Getting your facility mapped

Enlarging the accessible world to include your facility is a simple process. Your first step is to contact *ClickAndGo Wayfinding Maps* and allow us to provide you with an accessibility consultation and a demonstration of our services.



*InTouch Graphics,*  
a leading designer and producer  
of tactile/low vision  
maps for the Blind, introduces



...providing non-sighted travelers with  
customized "mobility-friendly"  
walking directions.



[www.clickandgomaps.com](http://www.clickandgomaps.com)

212-365-6902

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InTouch Graphics, Inc. Patent Pending.





## ClickAndGo Wayfinding Maps

...render public facilities such as schools, airports, and hotels accessible to blind and deafblind travelers down to a level of detail that is unparalleled by any other service or technology today. We provide customized narrative walking directions for outdoor landmark-to-landmark route travel. We also uniquely specialize in providing state-of-the-art indoor wayfinding directions. These directions can be downloaded from our fully accessible web site, or can be easily obtained by using our voice activated technology with a standard telephone.

*ClickAndGo Wayfinding Maps* information is free to blind and deafblind users, and is provided by participating institutions. The accessibility it affords furthers compliance with ADA regulations, enables non-sighted travelers to expand their sphere of independence, and provides an entirely new level of service and information that blind and deafblind travelers deserve to receive.

Our service is intended for use/implementation at college campuses, schools and agencies for the Blind, public parks, libraries, airports, museums, hotel convention centers, and many other sites. Our wayfinding web site enables a blind or deafblind traveler to obtain walking directions for Braille or auditory output by selecting a travel location (such as a hotel or university), starting and destination landmarks from easy-to-use drop-down menus, and clicking "GO." The directions are then presented in a clear and detailed narrative, offering skilled blind and deafblind travelers the specific orientation information they need to walk a desired route independently.

In addition to our text-based web pages designed for auditory and Braille output, *ClickAndGo Wayfinding Maps* are available as MP3 downloads, podcasts, RSS audio feeds, RSS text feeds, and our interactive voice response service via a standard telephone or cell phone.



## ClickAndGo Wayfinding Maps differ significantly from current global positioning systems (GPS), satellite, and street view technologies

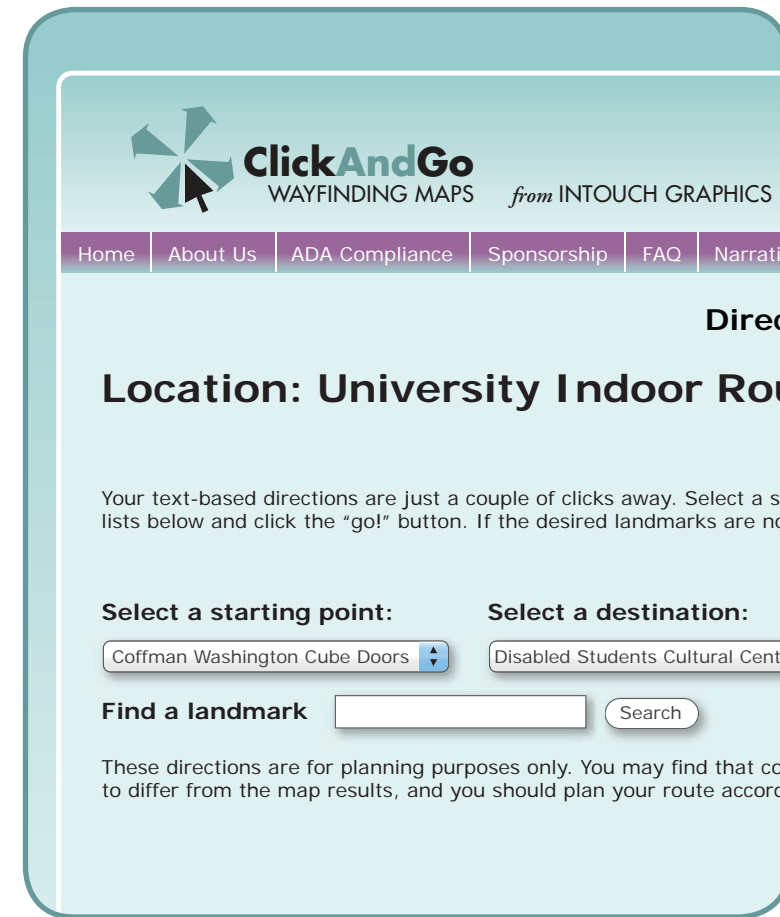
...in the following ways:

1. We offer step-by-step walking route information in easily "accessible" auditory and tactile formats.
2. We are unique in providing step-by-step "indoor" wayfinding guidance.
3. All of our route directions are prepared by mobility specialists, incorporating terminology, technique recommendations, and landmarking cues that are exclusively intended to assist blind travelers.
4. Unlike GPS technology, our service requires no special equipment or purchase. It is free for all users with an Internet connection, telephone, or cellphone.

In short, there is no other service available that can provide this level of quality wayfinding guidance to blind and deafblind travelers. For an interactive demonstration of *ClickAndGo Wayfinding Maps* and our packages and pricing (for sponsoring agencies), please contact us at [info@clickandgomaps.com](mailto:info@clickandgomaps.com) or call 212-365-6902.

### Is your facility fully accessible to blind travelers?

At present, very few options are available to blind travelers when they wish to gain orientation information relevant to a site they may want to visit. One option is to request the services of a mobility specialist. However, these services are not always easy to obtain, nor are they easy to get funding and approval for. In these situations, experienced blind travelers do not need the services of a mobility specialist. They simply need access to information, and it is exactly this type of information that we provide. In the absence of this information, and without enlisting the support of a private mobility specialist, blind travelers are forced to rely upon the random assistance of other pedestrians. As experienced blind travelers know only too well, the general public is often not well skilled



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in providing the kind of directions or orientation information that they may need to walk a route alone. The only other option available to access environmental information is through the use of GPS technology. However, this technology is expensive and does not work well in indoor environments.

### Who pays for this service?

Our accessible wayfinding service is being marketed to schools, universities, hotels, airports, and other locations. We believe organizations that own and manage public facilities have the responsibility to provide this type of access to non-sighted consumers. Blind and deafblind travelers deserve fair and equal access to information in the visual world. If that access is provided, a far greater level of travel independence becomes a reality.

