

# CASE STUDY

Breaking Barriers: How Invicta™ By Continual Engine Is Revolutionizing Digital Accessibility For Publishers And Educational Institutions



Discover how Invicta™ utilizes generative artificial intelligence (AI)-powered alt-text generation to transform digital accessibility and learning, delivering consistent and high-quality results, cost savings, faster turnaround times, and unmatched accuracy.

## Scalability

**300,000**

alt-texts processed across all major disciplines

## Efficiency

**40%**

reduction in turnaround time

## Accuracy

**<2%**

error rate

## Affordability

**50%**

lower accessibility costs as compared to traditional methods

## About Continual Engine

Continual Engine is an award-winning, AI technology company dedicated to leveraging a combination of sophisticated technologies and human expertise to deliver scale, efficiency, and exponential savings in accessibility and learning.

We utilize cutting-edge technologies to build smarter and more effective solutions.



Artificial Intelligence (AI)



Generative AI



Deep Learning



Machine Learning



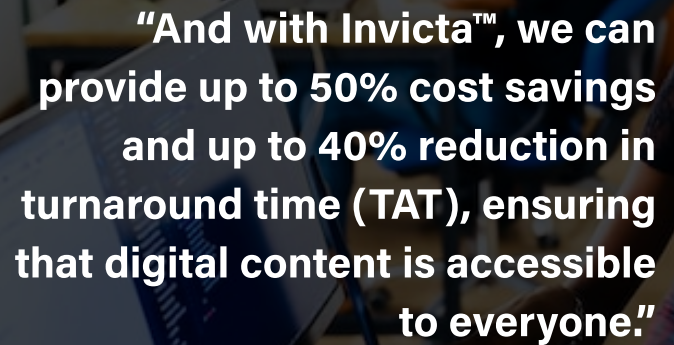
Natural Language Processing



Automation

## Revolutionizing Image Accessibility With Invicta™

Invicta™, our AI-powered, cloud-based accessibility solution, makes accessibility remediation and compliance faster, more affordable, more scalable, and easier.



**“And with Invicta™, we can provide up to 50% cost savings and up to 40% reduction in turnaround time (TAT), ensuring that digital content is accessible to everyone.”**

## Image Accessibility Challenges

### Cost of accessibility

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Publishers often face high costs associated with implementing traditional accessibility methods in their digital content.

### Turnaround time

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Accessibility remediation can be time-consuming, leading to delays in making content available to end users.

### Accuracy

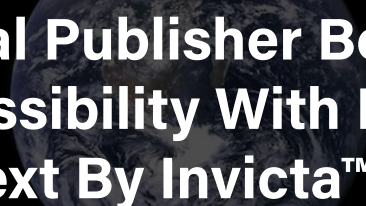
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Accuracy is critical in creating accessible content, but traditional methods can be error-prone, leading to incorrect descriptions, missing information, or non-compliance.

### Scalability

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Scaling accessibility efficiently with a quick turnaround time can be challenging for publishers.



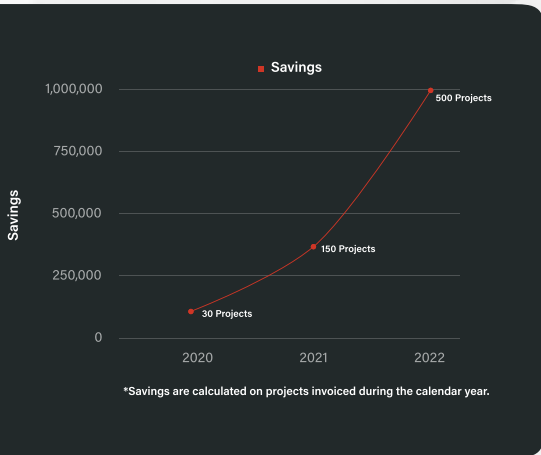
**Global Publisher Boosts Accessibility With Image Alt-Text By Invicta™.**

## Overview

One of the largest global education publishers brought greater efficiency and scalability to their alt-text processes by partnering with Continual Engine. Invicta™ improved costs and turnaround times and resulted in better quality, accuracy, and content consistency.

# Our Solution

Continual Engine collaborated closely with the client and its production vendors to ensure a seamless and efficient process by leveraging Invicta™'s built-in capabilities. As a result of these efforts, Continual Engine was able to efficiently process images at scale and generate highly accurate alt-text descriptions across all projects and disciplines, resulting in significant cost savings in the total cost of accessibility.



**“Between 2020 to 2022, Continual Engine partnered with a leading higher education publisher on over 750 projects spanning 500 distinct titles, resulting in cost savings of ~\$1.5 million and maintaining an error rate of less than 2%.”**

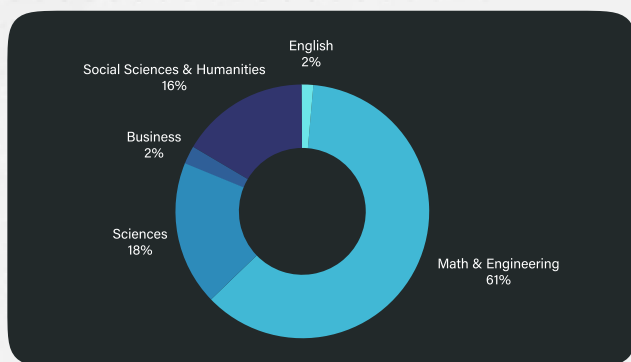
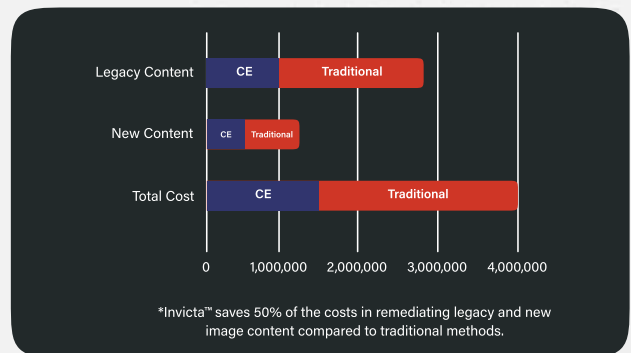
## Outcomes

### Delivering Fast, Accurate, And Affordable Accessibility Solutions

#### Reduced Accessibility Costs

**~50%**

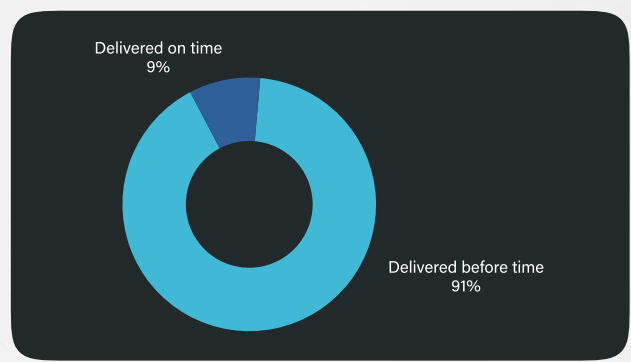
Reduction in accessibility costs across all projects, as compared to traditional methods.



#### Improved Scalability

**~300,000**

Alt-texts processed covering all major academic disciplines.



#### Reduced Turnaround Times

**40%**

Reduced turnaround time across all projects.

**Interested in transforming your digital accessibility journey?**

Contact us at [contact@continualengine.com](mailto:contact@continualengine.com)