

## HBB4ALL: transcription of the video's English Subtitle

**Marta Pericas:** Hi, my name is Marta Pericas. I'm 22 years old. I live in Sabadell, near Barcelona. I am studying two majors: Art History and Archaeology. I am a technology user. I use TV, computer, mobile phone, and tablet. I watch TV every day, usually with subtitles. Since at home we all are deaf, we always have subtitles on.

The voiceover: Many people face difficulties in their daily lives when using modern technologies. Ours is a media-centered world. It's vital to develop tools to interact with those apps easily and be part of the media society. The European Project HBB4ALL addresses those issues by providing accessibility on different levels to potentially all citizens connected to smart TV.

**Marta Pericas:** I didn't know our project HBB4ALL until last summer, when three deaf friends of mine participated in it.

The voiceover: Pilar Orero, from the UAB, explains the motivations and the goals of the project

**Pilar Orero**, project coordinator from UAB: The HBB4ALL Project helps to understand the convergence with IPTV, that is TV through the Internet and broadcast TV, and how these media will converge, and how they will be consumed from different platforms: from cell phones and tablets, and how accessibility can be distributed within all these platforms.

**Volker Hahn**, project member from Vsonix: Every user has individual needs so they expect an interface that fits their expectations. And that is exactly what we do. We make the user interface in a way that every user has his own kind of interaction.

**Bettina Heidkamp**, project member from RBB: Users ask us to be able to position subtitles either on top or bottom of the screen. Also, they ask us to have different font sizes.

**Ronald Mies**, project member from IRT Germany: The motivation is based on various user groups. First, the hearing impaired. We want to supply them with better dialogue intelligibility. We also address those with vision impairments by adding better quality in automatic audio description. Last but not least, we address those European citizens who don't live in their countries anymore. We provide them with multilingual audio services.

**Carlos Alberto Martin**, project member from UPM: A particular user can choose whether to watch an interpreter. Moreover, we are including customization options to provide the users with a fully satisfying service.

**Alex varley**, accessibility expert from Media Access Australia: I think the HBB4ALL Project is good because it's building on lots of other work that's been done separately. HBB is about joining TV services and the Internet, bringing them together.

**Bettina Heidkamp**, project member from RBB: It's about providing access to novel services of interchanging world, doing it in new ways.

**Ronald Mies**, project member from IRT Germany: During our work we get the feeling that there's no real limitation.

**Marta Pericas:** The HBB4ALL Project is actually very interesting. It is an opportunity for all. It's integration for disabled people and for the whole population.

**Alex varley**, accessibility expert from Media Access Austria: My motivation in this is to make sure that the needs of the users and the people who need access gets considered very early on.

**Pilar Orero:** I'd like to think we're world leaders in media accessibility. What we've learned, which is a lot, can be extrapolated across the world, and across cultures as Europe is very diverse. And that's fantastic.