

# T-Base Communications provides companies with solutions to reach a wider audience

*T-Base Communications specializes in the provision of braille, large print, e-Text and audio format communications to help the blind, deafblind and partially sighted community*

## Fast facts

### Corporate profile

Established in 1994 out of the realized need for mainstream alternate format services, T-Base Communications specializes in the provision of braille, large print, e-Text and audio formats —assisting government and private sector organizations in their communications with print-restricted customers.

### Why Ottawa

With Ottawa being the nation's capital and one of the most accessibility-conscious cities in the world, it makes tremendous sense for T-Base Communications to base their business operations where decisions that impact changes in accessibility are made.

### Business advantage

The service solutions T-Base offers provide leading organizations with the opportunity to position themselves as industry leaders, maintain brand loyalty, and ultimately attract additional customers seeking accessible communications.

Failed attempts to independently access information from within her personal and confidential documents inspired T-Base Communication's President and CEO Sharlyn Ayotte to transition from blind consumer to blind entrepreneur.



**Canada's Creative Economy Capital**

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It has been a longstanding business mission of T-Base to ensure that blind, deafblind and partially sighted consumers receive information and correspondence in the format of their choice, affording them the same protection, privacy and security assurances as all others.

With the head office located in Ottawa, ON, and a second production facility in Ogdensburg, NY, T-Base employs a combined staff of 30 individuals who all possess the intimate knowledge, experience and dedication required to deliver the highest quality of products to its clients, and in turn, the end consumer.

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*Since establishing T-Base's head office here, it has become glaringly obvious to me that Ottawa is a true example of accessibility, with a large blind, deafblind and partially sighted community, an ever-growing number of compliant organizations, and a world of local opportunity.*

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With the continuous increase of organizations requesting the provision of alternate format service solutions, it is foreseeable that a second Ottawa office will be needed in the near future to accommodate additional employees.

### **Business advantage**

The service solutions T-Base offers organizations provide them with the opportunity to reach a wider audience and simultaneously meet the specific and diverse information needs of their client base. In the process of providing such services to blind, deafblind and partially sighted customers, these organizations position themselves as industry

leaders, maintain brand loyalty, and ultimately attract additional customers seeking accessible communications.

In order to deliver efficient, cost-effective materials, T-Base has developed a series of proprietary systems and applications. AccessAbill, for example, is a unique electronic system designed to deliver fully secure billing services such as financial statements, call detail reports and various types of invoices.

In 1999, T-Base was recognized with the IWAY award for the development of Infotouch, an automated access and production system for publishing information, and credited with developing the audio interface design used by Royal Bank for the world's first accessible banking machine. T-Base is the only Payment Card Industry (PCI) certified alternate format company in North America. The PCI standard was developed by credit card companies to ensure the proper handling and protection of cardholder account and transaction information. This award of PCI compliance provides yet another level of assurance, offering greater protection to credit card companies, service providers, and consumers potentially at risk.

### **Future growth plans**

While T-Base Communications currently has a far-reaching presence in both Canada and the United States, it has also established partnerships with organizations in Australia and the European Union, and looks forward to growth in emerging markets and sectors, such as health services and legal.

### **Contact information**

T-Base Communications Inc.

+1-613-236-0866

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