



# Hearing Access & Innovations

## Helping Los Angeles to Provide Effective Access for People with Hearing Loss

April 2020

# Why Do Organizations Care About Hearing Access?







# 48M People Globally Require Hearing Access

Organizations are under increasing pressure to provide access to people with hearing loss due to:

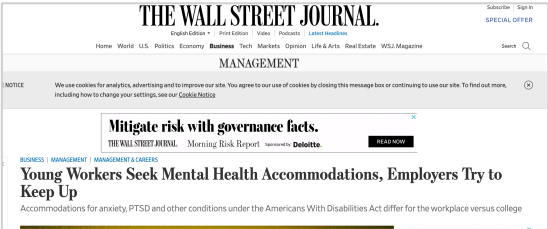

## Consumer Demand

- Hearing healthcare market expected to grow at ~5% 2017/27 CAGR, underpinned by an increasingly aging population globally
- 65+ population share expected to go from 8.3% in 2015 to 15.3% in 2050
- As more and more Baby Boomers experience the effects of hearing loss, the numbers demanding companies have hearing access will rise

## Regulation

-  Americans with Disabilities Act (1990)
-  Convention on the Rights of Persons with Disabilities (2008)
-  European Accessibility Act (2019)
-  Accessible Canada Act (2019)

## Lawsuits

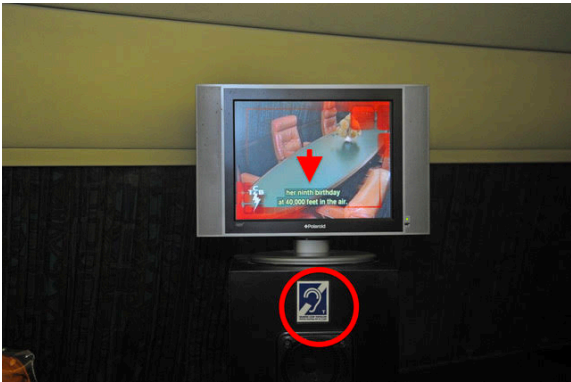

# Hearing Access: the 'New Normal'


# Three-Prong Approach to Effective Communication

Effective Communication

**OC** Visual


*Captioning*



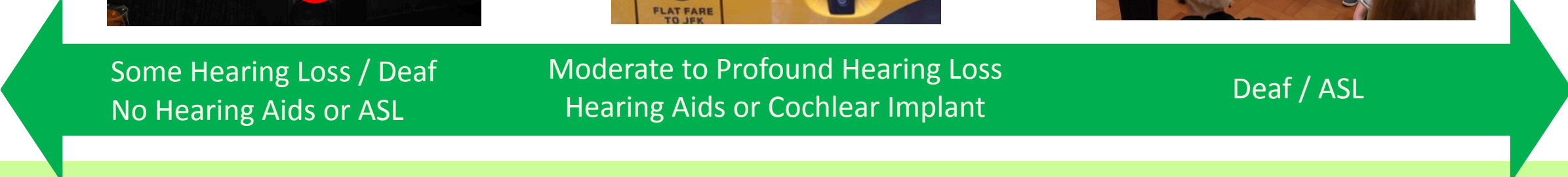
 Auditory

*Assistive Listening System / Devices*



 Qualified Interpreters

*Sign Language*



Some Hearing Loss / Deaf  
No Hearing Aids or ASL

Moderate to Profound Hearing Loss  
Hearing Aids or Cochlear Implant

Deaf / ASL



# Hearing Access in the Travel & Tourism Sector

## Hotels / Cruise Ships



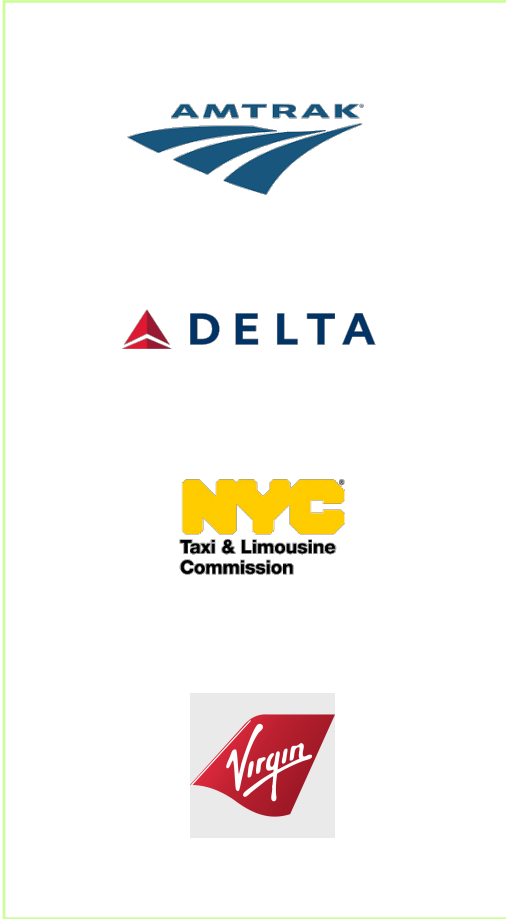
## Museums



## Travel Experiences



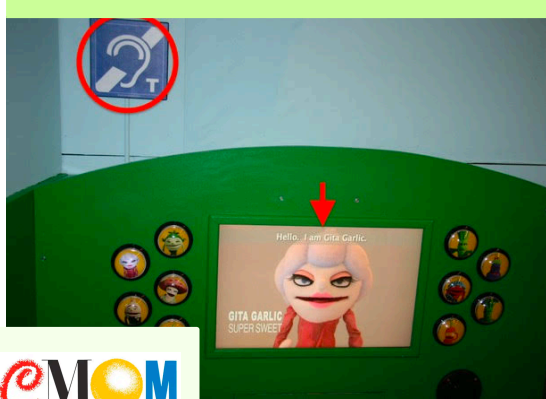
## Transportation



# Case Study: NYC Museums' Hearing Access



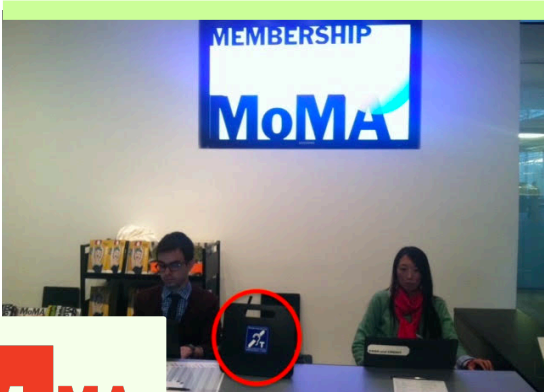
AMERICAN MUSEUM OF NATURAL HISTORY



eMOM Children's Museum of Manhattan



INTREPID SEA, AIR & SPACE MUSEUM COMPLEX



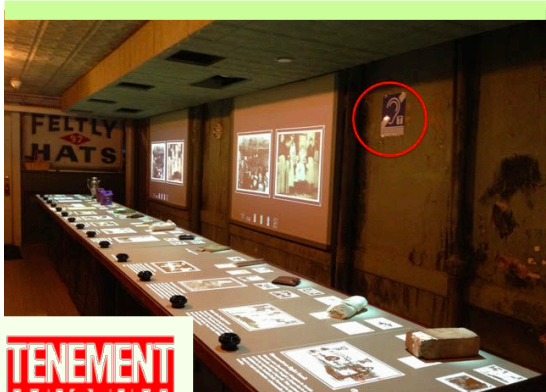
MoMA



NEW-YORK HISTORICAL SOCIETY MUSEUM & LIBRARY



NYBG NEW YORK BOTANICAL GARDEN



TENEMENT MUSEUM

# Select Other U.S. Museums with Hearing Access

The map highlights the following states: California, Minnesota, Indiana, Pennsylvania, and New York. Green lines connect these states to the following museum images and logos:

- California:** Getty Center. Photo of the Harold M. Williams Auditorium entrance with a hearing loop icon circled in red.
- Minnesota:** Mill City Museum. Photo of the 'FLOUR TOWER' exhibit with a hearing loop icon circled in red.
- Indiana:** Indiana State Museum and Historic Sites. Logo featuring a blue grid pattern.
- Pennsylvania:** Senator John Heinz History Center. Logo with a red gear icon.
- New York:** United States Holocaust Memorial Museum. Photo of an exhibit titled 'VOICES FROM AUSCHWITZ' with a hearing loop icon circled in red.
- New York:** The Bass. Photo of a person at a computer workstation with a hearing loop icon circled in red.