



BOBBY 5.0

What's New in Bobby 5.0?

- Improved scanning functionality
- Improved Section 508/WCAG reporting
- Spiders through more Internet technologies than ever before
- Integrates with HTML editors so you can fix issues quickly and easily

WEB ACCESSIBILITY TESTING

Watchfire® Bobby™ 5.0 is a comprehensive web accessibility desktop tool designed to help expose barriers to accessibility and encourage compliance with existing accessibility guidelines, including Section 508 of the US Rehabilitation Act and the W3C's Web Content Accessibility Guidelines (WCAG). As a good business practice, it's important that your website be accessible to as wide an audience as possible. Web accessibility involves the compatibility of your website with various web browsers or user agents such as assistive technologies and wireless devices. By creating websites that follow today's accessibility guidelines, web designers can contribute to the effort to fulfill Tim Berners-Lee's ideal for the Web: Any user, anywhere, at any type of terminal, should be able to access information.

There are many reasons to make your website accessible:

- **It could be non-compliant with various laws and legislations.** In June 2001, the reauthorization of Section 508 of the Rehabilitation Act came into effect, requiring all US federal websites to be fully accessible to people with disabilities. It also requires vendors providing information to federal sites to ensure accessibility. Other legislation to consider includes the Americans with Disabilities Act, and the United Kingdom's Disability Discrimination Act.
- **It's the right thing to do.** Reputable organizations recognize their responsibility to the disabled community.
- **It increases market size.** About 54 million Americans have a disability -- that's almost 20 percent of the US population.¹ Worldwide, there are over 750 million people with disabilities.² According to iCAN, people with disabilities have a discretionary income of more than \$188 billion dollars.



1. "Web Blind Spots", by Lisa Vaas, ZDNet.com, April 9, 2000

2. "World Wide Web Consortium (W3C) Launches International Web Accessibility Initiative", <http://www.w3.org/Press/WAI-Launch.html>

- **It addresses the aging population.** As the baby boom generation ages, more and more people will likely experience some form of disability.
- **It enhances corporate image and brand.** Companies who can claim their site is accessible can benefit from positive publicity.
- **It reduces corporate risk.** Companies with accessible websites protect themselves from litigation, costly settlements, unfavorable publicity, and potential loss of business.
- **It's not just about people with disabilities.** Some website visitors may be limited by the technology they're using, such as old browsers, non-standard operating systems, slow connections, small screens, or text-only screens (personal device assistants (PDAs), cell phones, etc). These devices do not read websites in the same manner as normal PCs do.
- **It improves search engine optimization and usability.** Building accessibility into web design, and designing for the widest audience possible, will ultimately improve its usability and searchability.

The biggest challenge to organizations is how to test and determine potential problematic areas on their sites. Manual testing and coding is too time-consuming and expensive as many organizations have thousands of pages to check and millions of lines of HTML code to edit. Plus, there is no way to ensure ongoing compliance with government legislation and industry standards.

HOW BOBBY WORKS

First released in 1996, Bobby spiders and analyzes websites and allows developers to test pages before posting to the Web or to intranets within corporations, government agencies, and educational institutions. Bobby tests to see if a website meets several accessibility requirements, including readability by screen readers, the provision of text equivalents for all images, animated elements, audio and video displays. Bobby can see local web pages

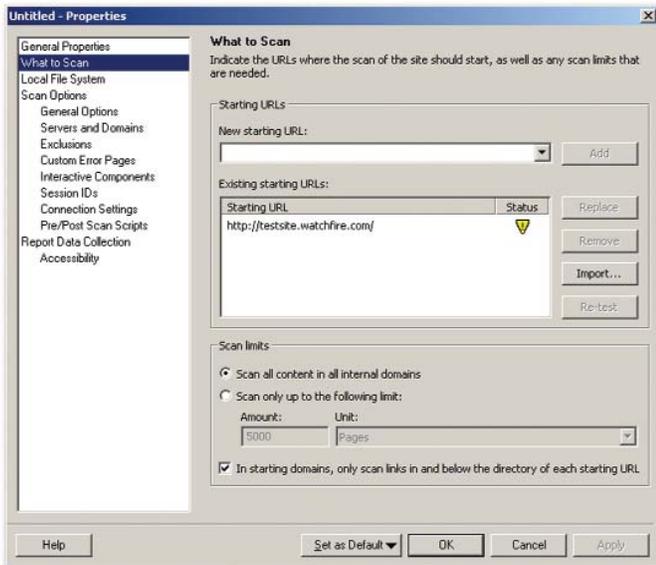
as well as web pages behind your company's firewall. It is ideal for large scale accessibility testing and performs over 90 accessibility checks. During a scan, Bobby checks HTML against select accessibility guidelines and then reports on the accessibility of each web page.

In July 2002, Watchfire acquired Bobby from CAST and has assumed responsibility for the continuing development, marketing, and distribution of the technology. Bobby continues to be the premier tool for support of Web accessibility guidelines and regulations. Bobby 5.0 is a Windows-based tool that incorporates the scanning and reporting functionality of Watchfire® WebQA™ and includes the following enhancements:

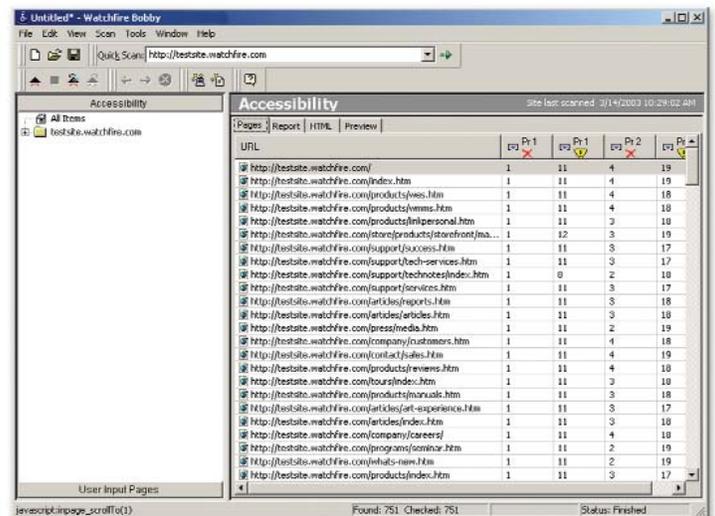
- Spidering
 - Flash links
 - JavaScript parsing and execution
 - http(s)
 - Session IDs
- Scalability
 - Now able to scan larger sites than ever before
- Reporting
- HTML Editor Integration
- Extensive online help
 - Explains why certain errors are reported as issues

Bobby can follow links in the following document types and check any URLs embedded in them for accessibility:

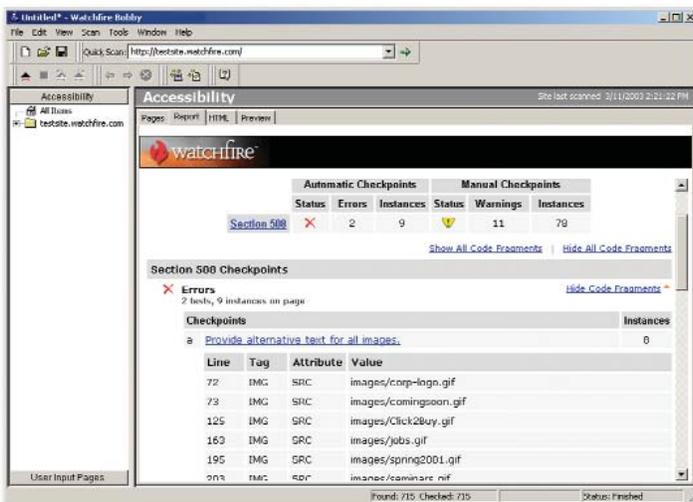
- **Documents:** HTML, MS Office, Adobe® PDF files
- **Multimedia:** Macromedia® Flash™, Windows Media™ Player, RealNetworks® software
- **Advanced Technologies:** JavaScript™, secure content, login forms, Session IDs, custom error pages



New extensive project options include the ability to parse and execute JavaScript code.

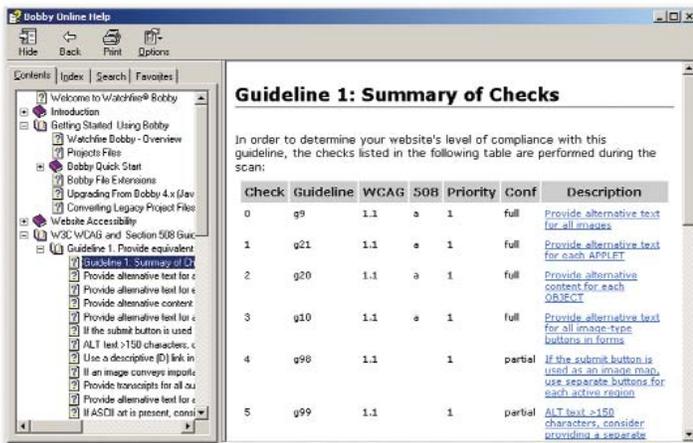
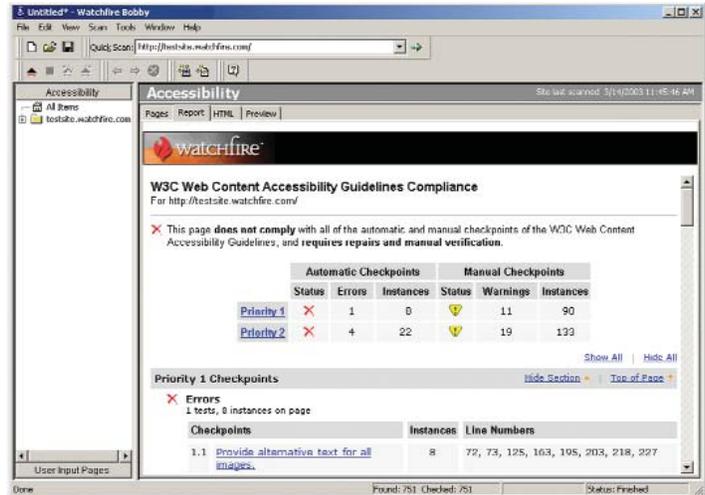


The page level report view lets you see the guideline issues, the number of instances it occurred, as well as the line number of where the error occurs. This view also allows you to quickly jump to HTML code or page preview view.



The summary view lets you quickly see the W3C WCAG Priority 1-3 issues for each page analyzed.

The report view also lets you see the code fragments of every accessibility view to quickly determine where the error is occurring.



Detailed contextual help is provided for every issue to guide users through the assessment.

SYSTEM REQUIREMENTS

- Intel Pentium III - 800 (compatible)
- 256 MB Ram
- 32-bit internet connection
- Windows NT4 SP6a, Windows 2000 SP4,

Windows XP SP1, or Windows Server 2003

- Microsoft Internet Explorer 5.5 (SP2), 6.0
- 100 MB free disk space

ABOUT WATCHFIRE

Watchfire is the leading provider of software solutions to manage the brand, risk, and cost effectiveness of online business to ensure an organization's online practices are in line with their business goals.

More than 50 percent of the Fortune 500, such as AT&T, AXA Financial, CITICORP Credit, Dell, HP, and IBM, rely on Watchfire to optimize their website investments and to help them gain competitive advantage. Founded in 1996, the company maintains dual North American headquarters in Ottawa, Canada and Waltham, Mass.



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