# Cephable Media Kit

## About Cephable

Cephable is software that utilizes patent-approved technology to optimize user interfaces through facial expressions, body gestures, virtual buttons, voice commands, and tilt controls – each engineered to adapt to people’s abilities. The software leverages AI, automation, and accessible UX design to redefine the customer experience, boost engagement, and enhance employee productivity. People with any disability, visible or invisible, permanent or temporary, can bypass traditional inputs and more fully use their capabilities.

Cephable is both a company and a team of humans determined to change the world. We won’t settle for anything less than digital inclusion for all. 75% of Cephable employees identify as having a disability. Real-world users are involved in every step of product development and planning.

## The History of Cephable

The creation of Cephable started from a personal motivation for digital inclusion. Our founder, Alex Dunn, was inspired to create a solution that would enable his brother, who has a disability, to play video games with friends and overcome challenges with traditional input devices.

We took the message and the concept around the world, and our initial vision began to gain attention. We built a team that believes accessible-by-design makes stronger products for all. Three things were abundantly clear: there is a need for the tech, a market for it, and the value goes far beyond gaming. This led to the development of Cephable software, a platform that introduces alternative digital inputs to technology, making digital engagement accessible and enjoyable for the 1.3 billion people living with disabilities worldwide.

## From Our Users

**Nicole, a Cephable Consortium Member:** “Cephable affords me the opportunity to work MY way. The personalization is simply incredible and now I’m working smarter, not harder.”

**Evan, a Cephable Consortium Member:** "I don't think I can adequately tell you how excited I am to have the software available to me. I am 37 years old and I have cerebral palsy... I love that I have the ability to play video games because I feel that will really open up the world to me."

**Anthony, a Cephable Consortium Member:** "I slowly lost the ability to play instruments as well as video games. Refusing to let that bring me down, I started my Twitch stream to show people that you can still enjoy your life and of course enjoy gaming!"

**Dayton Jones, a Cephable Consortium Member:** "Anybody can use it. You don’t have to have a disability! It’s a software that can be used by the general population to lower the stigma on assistive technology."

Lean more about Cephable’s approach to user feedback here: [The Consortium](https://cephable.com/for-individuals/consortium/)

## Cephable’s Approach

Cephable is free for private individuals and licensed for enterprise integration, reshaping how digital experiences are crafted, and making technology accessible and intuitive for all users. Despite advancements in technology, significant barriers persist in digital accessibility. Currently, an estimated 98% of web pages fail to meet basic web accessibility standards, leaving millions of users with disabilities at a disadvantage. Furthermore, a recent survey found that nearly 70% of online shoppers with disabilities encounter numerous barriers on retail websites, highlighting a critical gap in digital inclusivity. Cephable is not just about convenience in navigating digital experiences; it's about opening doors to education, employment, and social interaction that were previously closed.

As we continue to innovate and expand our capabilities, Cephable remains committed to the vision of a world where technology empowers everyone equally.