



FOR IMMEDIATE RELEASE

COMCAST BRINGS VOICE GUIDED TELEVISION TO MIAMI LIGHTHOUSE

*Company Partners with Miami Lighthouse for the Blind to Introduce New Technology to More People.
"Talking Guide" Reads Aloud Channel Names, Show Titles and DVR Commands;
National Commercial Set To Air During Academy Awards.*

MIAMI – February 20, 2015 – Comcast today announced it is partnering with organizations dedicated to serving people with visual disabilities, including Miami Lighthouse for the Blind and Visually Impaired, to bring the company's new voice guidance technology to more people. The "talking guide" is a feature on the X1 platform that reads aloud selections like program titles, network names and time slots as well as DVR and On Demand settings, giving users the freedom to independently explore and navigate thousands of shows and movies.

This Sunday, Comcast will launch a national campaign during the 2015 Academy Awards called "Emily's Oz" that is intended to spark an even bigger conversation about how people with disabilities enjoy entertainment. "Emily's Oz" features a seven-year-old girl who was born blind and highlights her description of what she sees when she watches her favorite movie, *The Wizard of Oz*TM. Some of Hollywood's top directors, set designers and make-up artists then went to work to bring her vision to life. The voice over for the commercial is provided by two-time Academy Award winner Robert Redford.

"We want to create opportunities for people who love film and television, but who might not have the opportunity to experience it to its fullest," said Tom Wlodkowski, who was hired as Vice President of Audience in 2012 to focus on the usability of the company's products and services by people with disabilities. "By bringing the talking guide to as many people as possible, we can help to bridge that gap and make entertainment just as compelling, captivating and fun for people with a visual disability as it is for anyone else."

The talking guide was recently installed at Miami Lighthouse for the Blind and Visually Impaired in South Florida and is being incorporated into the organization's training curriculum. "One of the most important things we can do at Miami Lighthouse is to give blind and visually impaired people the tools to be independent, and help them navigate their world," said Virginia Jacko, President & CEO of Miami Lighthouse. "The X1 talking guide from Comcast represents a huge leap forward in helping the blind and visually impaired learn how they can experience and enjoy their television entertainment in ways they could not even imagine before, and it reinforces what we teach here at Miami Lighthouse, that it's possible to see without sight."

The talking guide is the latest in a series of innovations created in the Comcast Accessibility Lab. In addition to voice guidance and one-touch access to closed captioning, Comcast created an online help and support resource for Xfinity customers looking for information about accessibility-related topics.

###

MIAMI LIGHTHOUSE MISSION STATEMENT:

*To provide vision rehabilitation
and eye health services
that promote independence,
to collaborate with and educate professionals,
and to conduct research in related fields.*

Cameron Ehren Sisser

Director of External Relations

Miami Lighthouse for the Blind and Visually Impaired, Inc.

Florida Heiken Children's Vision Program, LLC

601 SW 8th Avenue

Miami, FL 33130

Phone: 786-362-7515

Cell: 305-479-7338

It's Possible to See Without Sight™