



# axe-con 2025



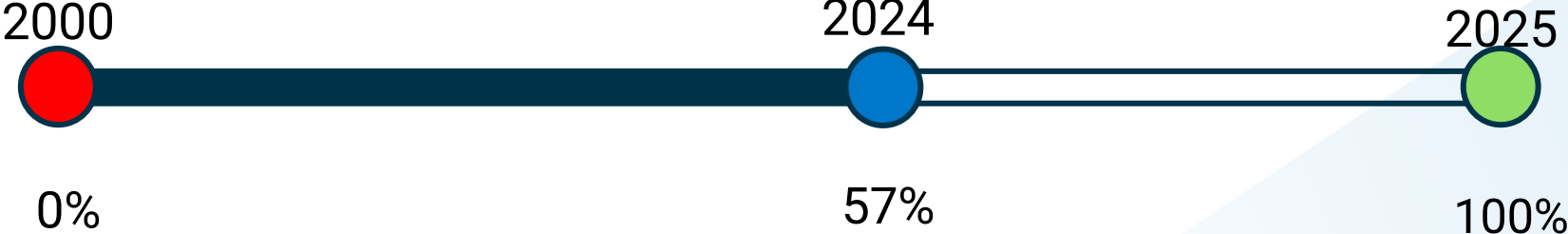


# The State of Accessibility: 2025

Preety Kumar, CEO of Deque

Dylan Barrell, CTO of Deque

# The Journey to 100% Automated Testing



# Precipice of Digital Accessibility Transformation

European  
Accessibility Act



Artificial  
Intelligence

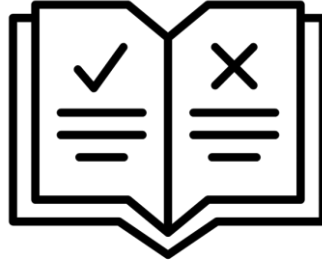


# **It starts with the European Accessibility Act**

# The impact of the EAA will mirror how GDPR changed global data privacy rights



Created a standard



Set strict rules



Established a global right

# And yet EAA is different

## GDPR Compliance

- Update Privacy Policy
- Implement Consent
- Document Processes

One-time Setup, Policy Changes

## EAA Compliance:

### Built into Software Development Lifecycle (SDLC)

#### Maintenance

Continuous  
Monitoring

#### Deployment

CI/CD  
Integration

#### Testing

Automated Checks

#### Planning

Accessibility  
Requirements

#### Design

ARIA Patterns

#### Development

Auto-validation

Automated  
Testing

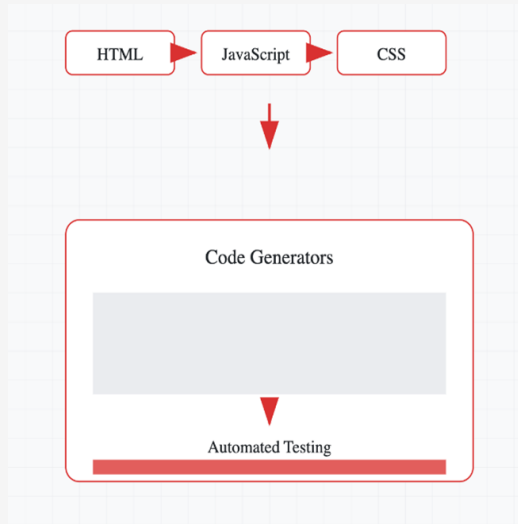
Integrated Throughout SDLC, Automated Validation at Every Stage

**The EAA makes digital  
accessibility **necessary****

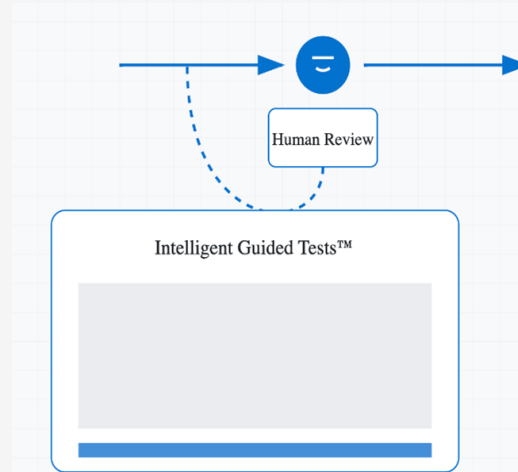


100% Automation

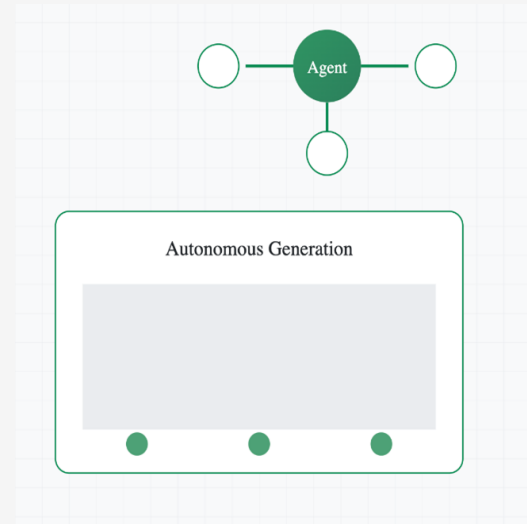
## Advanced Automation Rules



## Human-in-the-Loop AI



## Agentic AI



**EAA makes digital  
accessibility necessary,  
AI makes it possible**

# Deque Vision

A man with a beard and curly hair, wearing a grey hoodie and large black headphones, is seated in a wheelchair. He is looking at a computer monitor in an office environment. The background is slightly blurred, showing office windows and interior lighting. The overall tone is professional and focused.

100% of accessibility development, testing and fixing can be done with zero specialized accessibility knowledge with Deque solutions.

Deque is the fastest and easiest approach to delivering the most cost-effective digital accessibility.

# Precipice of Digital Accessibility Transformation

## European Accessibility Act



## Artificial Intelligence



# Accessibility is going global

- EN 302 549 adopted more broadly
- EAA spurring action  
In Europe and in other countries

This represents a sea change for accessibility  
Worldwide



# Deque, axe and Deque University are multilingual

## Course

Fast Track to Accessibility for Any Role (Non-Technical)

Voie rapide vers l'accessibilité pour tous les rôles (non techniques)

Schneller Weg zur Barrierefreiheit für jede Rolle (nicht-technisch)

Vía rápida hacia la accesibilidad para cualquier rol (no técnico)

Percorso rapido per l'accessibilità per qualsiasi ruolo (non tecnico)

あらゆる役割のアクセシビリティへの近道 (非技術系)

Versnelde Cursus naar toegankelijkheid voor elke rol (niet-technisch)



English



Français



Deutsch



Español



Italiano



日本語

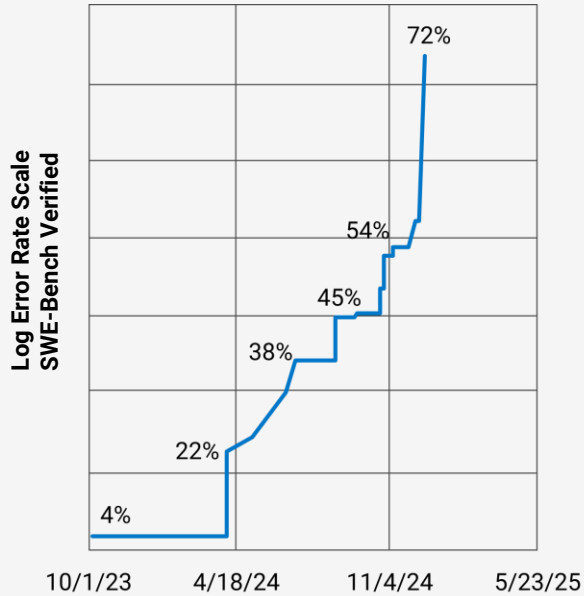


Nederlands

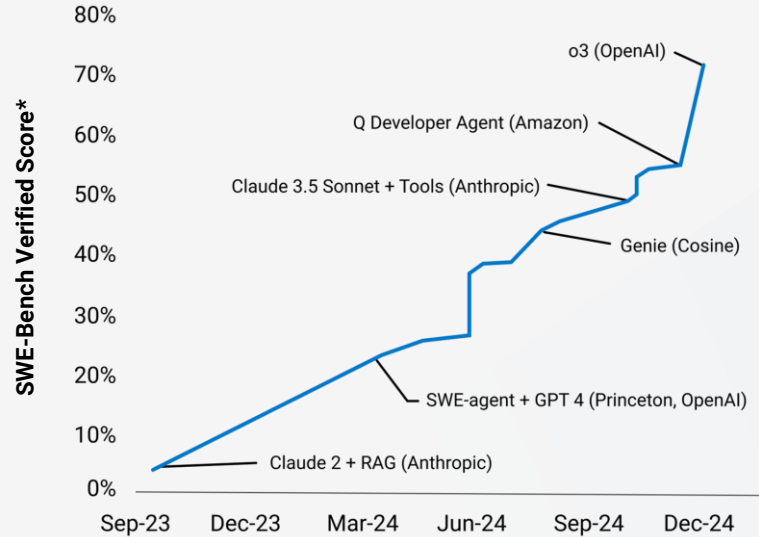


# Some numbers

## Best in Class AI Software Engineering



## Percentage of Real World Coding Tasks Solved by Coding Agents



25%  
52%  
92%



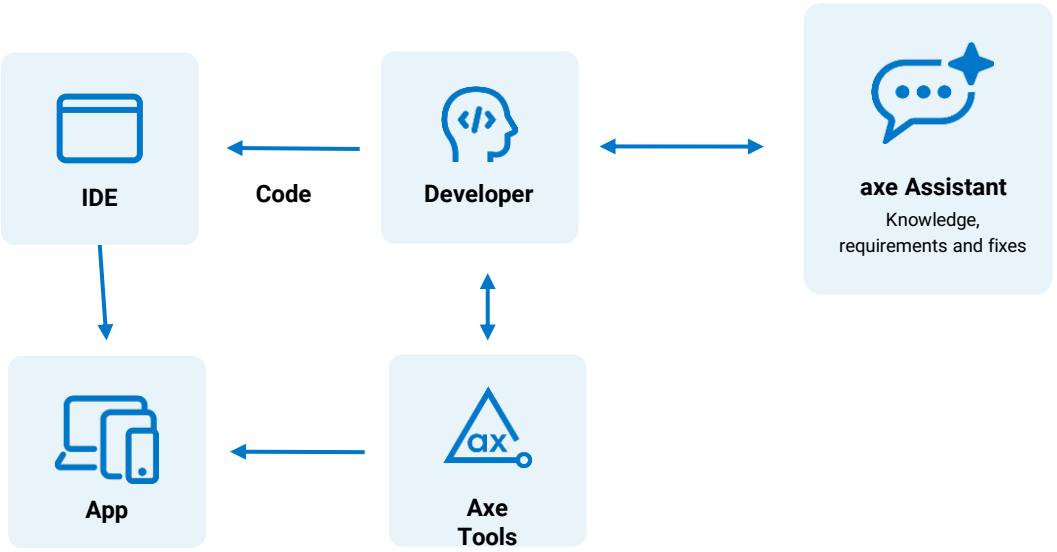
**The AI capabilities we have today are the worst they will ever be in the future**

**The human, is still  
central and essential...**

**...and the code is not  
accessible**



# Deque's AI accelerates digital experience creation

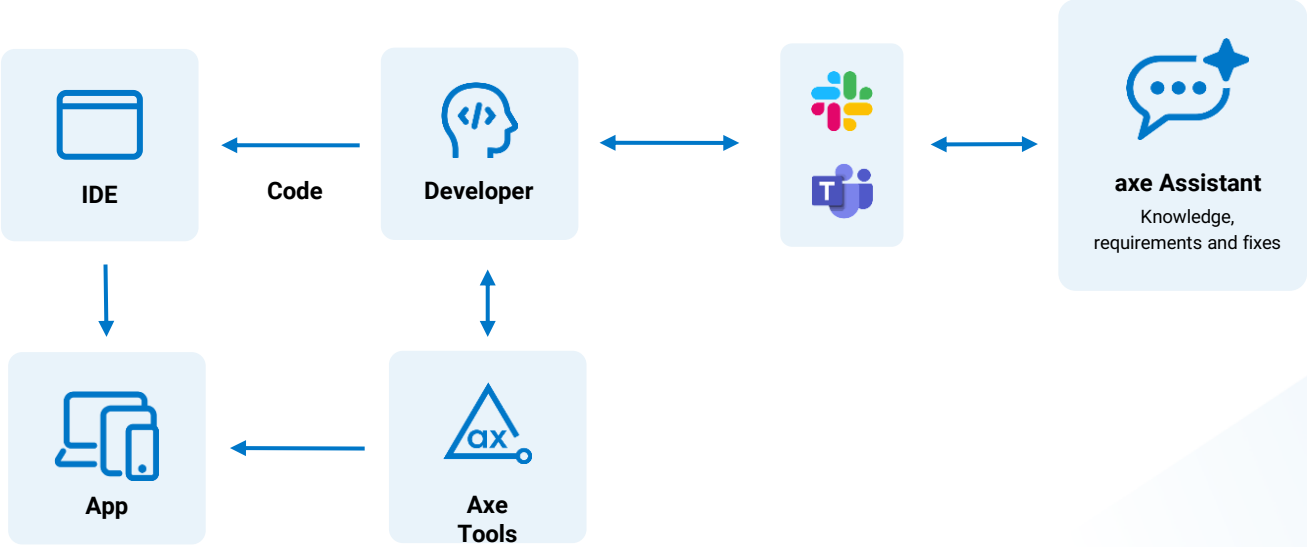


# General availability

## axe Assistant

- **Access trusted expertise:** Tackle any task with ease using advice from Deque University's rich knowledge base—like having an expert by your side.
- **Get guidance where you work:** Receive accessibility insights and answers in real-time, whether you're working solo or in group chats.
- **Get instant results:** Answer questions, check color contrast, generate accessible code, or simplify complex guidelines into plain language.

# Deque's AI accelerates digital experience creation



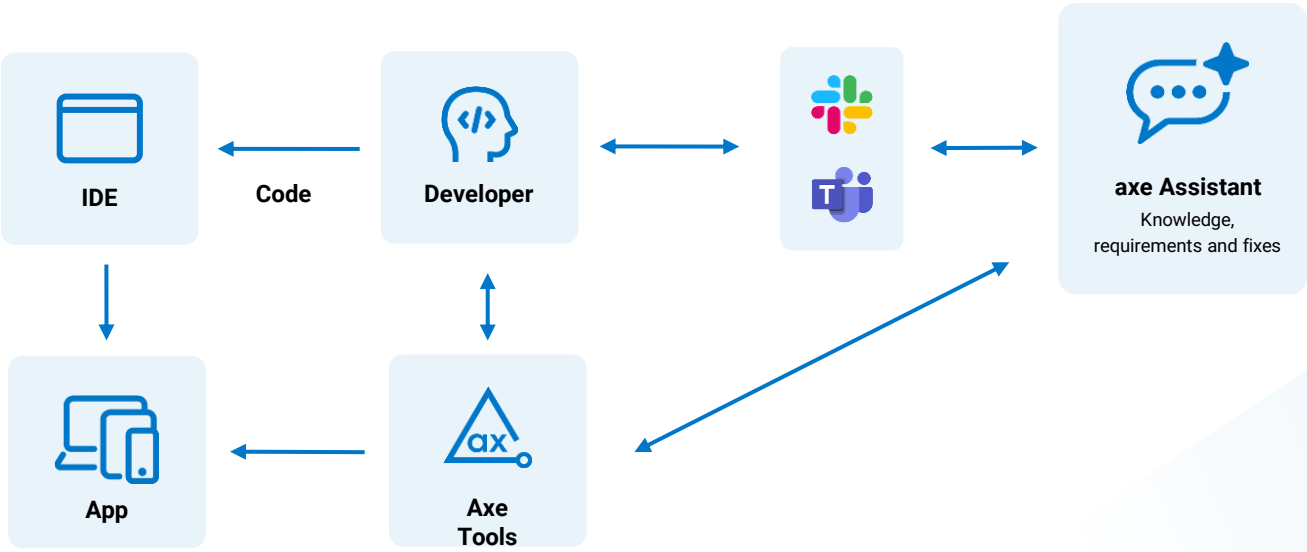
# Request early access

## axe Assistant for Slack and Teams

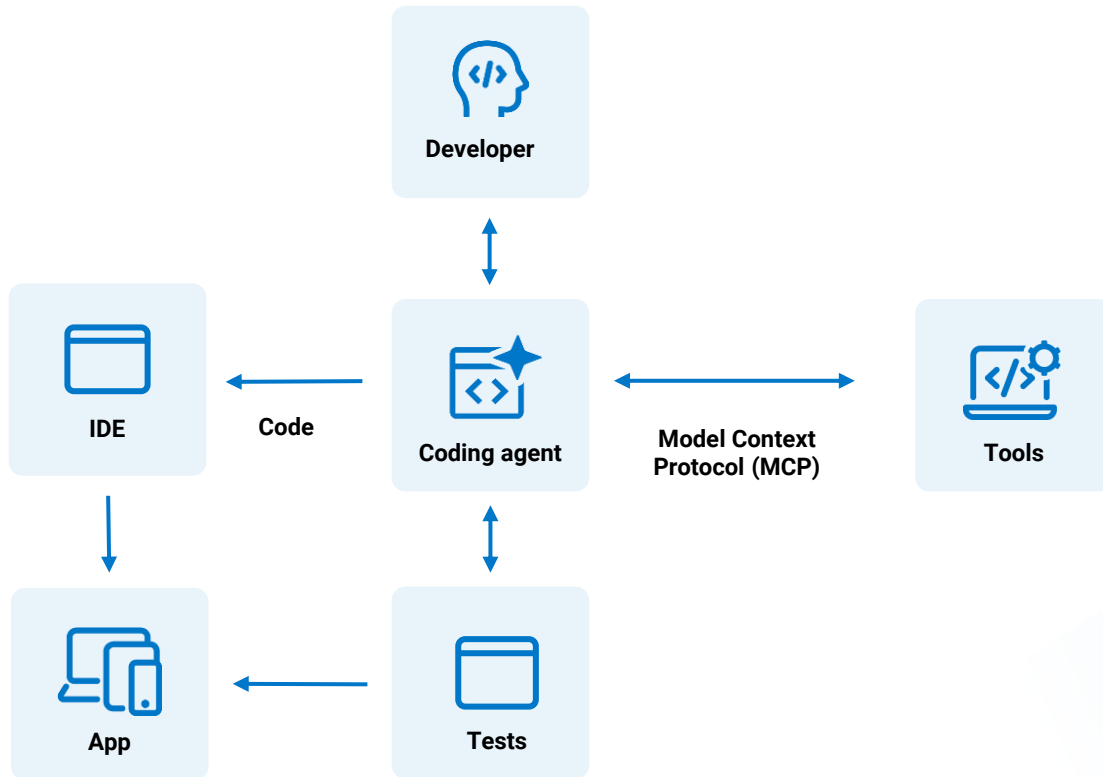
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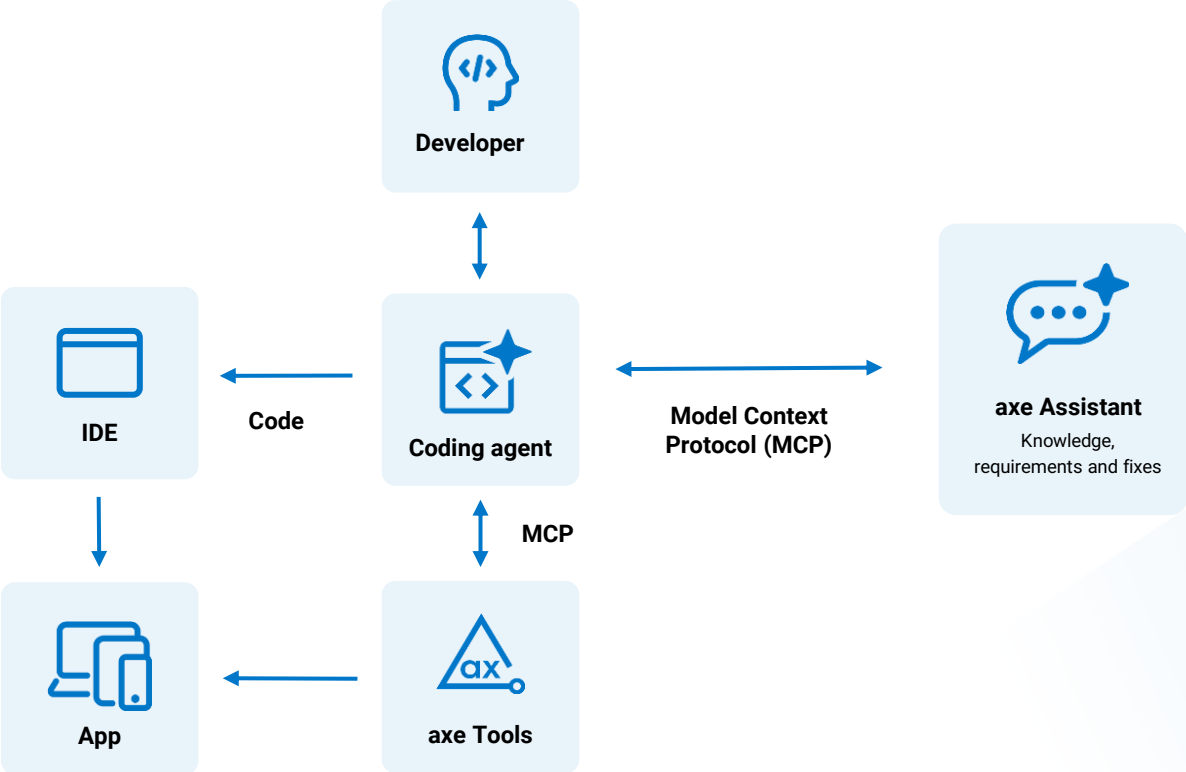


# Coding with AI Agents





# Accessible coding with AI agents



# Request early access

## Accessible coding with AI agents

Connect a coding agent to axe Assistant and axe Tools to get accessibility requirements, generate code, and validate accessibility under the supervision of the developer.

## Advanced rules

Leverage a new test automation ruleset (built on top of axe-core) to cover up to an additional 10% of issues by volume—while keeping our zero false positive promise.

## AI-assisted testing

Empower smart agents to run Intelligent Guided Tests—analyzing pages, applying reasoning, answering questions, and delivering results with clear explanations for developers to accept or reject.

**What will be the  
impact on our industry?**

Together we will make accessibility  
a priority for  
**today and tomorrow**

# Special note: Join us in thanking these Axe Award recipients

Accessibility Culture Award:

**Procter & Gamble**

Accessibility at Scale Award:

**American Express**

Longstanding Commitment to Accessibility Award:

**Starbucks**

Jim Thatcher Lifetime Achievement Award:

**Dr. Gregg Vanderheiden**

deque



**Questions?**