

Speakers: Narrator, Joanne Austin, Dan Simpson, Alex Mooc

Narrator: HSBC offices, Centenary Square, Birmingham.

Joanne: Living with epilepsy is very frightening. It's very isolating.

Narrator: Joanne Austin, Compliance Assurance Manager, HSBC UK.

Joanne: I was sitting at my desk on a normal team meeting call and somebody shared some flashing and moving images and moving patterns.

Narrator: A Zoom gallery of faces.

Joanne: The image came on the screen, and I knew straight away I was in trouble. Because it is so quick that you've got no time to avert anything.

Narrator: Close-up of Joanne's eyes behind the lenses of her glasses.

Joanne: My husband noticed that my head was beginning to move, and he saw the seizure signs and fortunately he was able to move me out of the way very quickly, but it absolutely floored me.

Narrator: Dan Simpson, Global Head of United Collaboration, HSBC.

Dan: I mean, first and foremost, we took it really seriously. So, the first thing we did was had a discussion with the Digital Accessibility team to learn more about it.

Narrator: Dan Simpson emerges from an elevator.

Dan: But we acted quickly on our side to flag it to Zoom as soon as we heard about the issue, and we've been working really closely with them as a priority.

Narrator: A screen meeting with a colleague from Zoom, Alex Mooc, Head of Accessibility, Zoom.

Alex: And so, we had to look at it from the Zoom side and what we can do as a communications platform. We felt like we really needed to take immediate action when it came to epilepsy and the cause of epilepsy around flashing imagery.

Narrator: Images of brain scans displayed on a screen.

Alex: What it did from a brainwave perspective to cause seizures. This research was incredibly helpful in guiding us to develop an algorithm that would detect the threshold in which what was harmful and what was not harmful. The way it works is that to the end user, it's a simple checkbox that they will enable in their Zoom accessibility settings.

Narrator: Options to dim screenshare video and screen reader alerts.

Alex: And once that's enabled, the Zoom application will essentially be on the lookout for whenever someone shares content that may contain flashing imagery or any visual patterns. And once that occurs, the Zoom application will dim the screen of the end user to safe levels until the harmful content is no longer perceivable. I'm very grateful that HSBC was able to bring this to the table.

Narrator: Joanne Austin at her laptop in a workspace, interacts with a Zoom gallery of colleagues.

Alex: And in doing this, I feel like this will benefit users around the world and potentially save their lives. Accessibility benefits everyone.

Dan: I think it's been a massive achievement for HSBC. We're really proud of the feature that we've developed alongside Zoom and the impact it will have on people's lives.

Joanne: The Digital Accessibility team in HSBC are amazing. I'm really proud that the bank took this so seriously.

Narrator: A meeting with the Digital Accessibility team.

Joanne: I've got the freedom now to develop my career in any way that I want to. I don't have to worry about using Zoom.

Narrator: Joanne Austin walks her spaniel across a park.

Joanne: There are 65 million people around the world with epilepsy and to see us making such a huge impact in this space is really, really heartening.

Narrator: The dog presses his face into the camera.

HSBC. Opening up a world of opportunity.