# Executive Brief: EN 301 549 Compliance for Interactive Voice Kiosks

## European Accessibility Act (EAA) Implications for Conversational AI & Multilingual Deployments

If a kiosk uses interactive voice, conversational AI, or multilingual interfaces in an EU-regulated sector, it must comply with EN 301 549 accessibility requirements under the European Accessibility Act (EAA). Voice does not create exemption — it creates additional compliance obligations.

### *Core Compliance Requirements*

- All voice functions must be operable without speech (touch or alternative input required).
- All spoken information must be visually presented (no audio-only instructions).
- Volume and audio output must be user-controllable.
- Accessibility must apply equally across all supported languages.
- Users with visual, hearing, speech, motor, or cognitive impairments must complete full workflows.
- Conversational AI must include visible confirmations and clear fallback paths.

### *Top Enterprise Risk Triggers*

- Voice-only ordering or check-in flows.
- Audio confirmations without on-screen equivalents.
- Language toggles that break accessibility support.
- AI timeouts that penalize slower users.
- No documented accessibility testing or conformance statement.

Strategic Takeaway: Interactive voice kiosks must be engineered for multimodal accessibility from the outset. Compliance is not just a software issue — it is a hardware, UX, AI, and governance issue that directly impacts deployment risk in EU markets.