

UPAB IN Accessibility?

UPAB is a globally-recognized consultancy dedicated to bridging the critical divide between ambitious corporate strategy and high-precision technological execution. We specialize in AI-driven digital transformation, bespoke software engineering, and strategic market entry, particularly but not limited to within the UAE and GCC regions.

By dismantling the barriers between innovation and scalability, our 360° framework empowers organizations to achieve unprecedented operational efficiency. We don't just provide tools; we architect future-ready roadmaps that turn complex concepts into sustainable global dominance.

AT UPAB, WE BELIEVE TECHNOLOGY IS ONLY AS POWERFUL AS ITS UTILIZATION. PARTNER WITH US TO TRANSITION FROM PREPARATION TO MARKET LEADERSHIP.



UPAB exists to dismantle the barriers between ambitious strategy and technological execution.



Let's Build an Inclusive Future Together

Every project follows a structured, high-performance methodology designed for measurable results. We do not just prepare businesses for the future, we position them to lead it.

Join us at the AccessAbilities Expo 2026 to discover how our tailored growth and market entry roadmaps can elevate your organization's impact.

UPAB



Empowering Accessibility Through Intelligent Execution

The Execution ARA



Work with us



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Scaling Inclusive Solutions with Intelligent Tech

Creating assistive technologies is only the first step. To truly make a difference, organizations must operate flawlessly. UPAB empowers you to seamlessly adopt and scale advanced technologies like AI and intelligent automation. We help accessibility and healthcare providers maximize their impact through:

- **Targeted AI Implementation:**
We deploy intelligent AI systems for predictive analytics and automated workflows. This reduces administrative hurdles so your team can focus entirely on advancing patient care.
- **Bespoke Assistive Software:**
We deliver bespoke software tailored to your unique growth objectives. This builds the exact digital infrastructure needed to support your inclusive tools and services.
- **System Integration:**
We connect platforms and data sources into a unified business ecosystem. Guaranteeing that your hardware, software, and patient data communicate perfectly creates a frictionless experience for users of determination.

OUR WORK ARA

ARA (Adaptive Reality Assistant) is an AI-powered visual companion designed exclusively for people who are blind or visually impaired. It turns a standard smartphone camera into a pair of intelligent eyes, providing its user with real-time spoken descriptions, safety guidance, object identification, text reading, and open conversation – all driven by a single, natural voice interface requiring no visual interaction whatsoever.

ARA does not require the user to learn a complex interface, navigate menus, or remember commands.

The user simply speaks, as they would to a trusted sighted companion, and ARA responds with actionable, relevant, compassionate assistance. If the user asks "what am I holding?", ARA identifies it. If they ask "can you read what's on this bottle?", ARA reads it.

If they say "guide me forward", ARA begins continuous real-time navigation guidance, calling out obstacles, steps, doors, and hazards as the user moves. If they ask "tell me about the history of this building", ARA answers from knowledge. The interaction is seamless, conversational, and requires no mode-switching or technical literacy from the user.

Strategic
Growth
Enablement

Integrated
Digital
Transformation

Scalable AI &
Intelligent
Automation