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**RESEARCH OF INFLUENCE OF MODERN TECHNOLOGIES OF BRAILLE REPRODUCTION ON TACTILE PERCEPTION OF INFORMATION
BY BLIND AND VISUALLY IMPAIRED PEOPLE**

**S. F. Havenko1, S. Ye. Hadzhynova2, M. T. Labetska1, M. M. Havenko1**

*1Ukrainian Academy of Printing,
19, Pid Holoskom St., Lviv, 79020, Ukraine
havenko@point.lviv.ua
2Lodz University of Technology,
116, ul. Żeromskiego, 90-924, Łódź, Poland*

***Research methodology.*** *Quality of Braille font was assessed by using the device AniCam Troika 3D, which allowed receiving and analyzing 3D models of relief-dot images and profiles of their surface. The mechanism of cognitive perception of information through touching by the blind has been considered based on tactile analyzers.*

***Results.*** *Comparing the quality of printed Braille indicates that the best quality for a three-dimensional model and a surface profile is observed in the analysis of samples printed by drop on demand printing (Inkjet), which is confirmed by its maximum dot height and the best profile; an intermediate place in height is occupied by relief-dot images obtained by hot embossing on the cardboard, with the same surface profile and the lowest dot height observed in the screen printing method, and a relief surface was very uneven. The proof of this conclusion is the results of the expert evaluation of Braille samples quality on packaging of pharmaceutical products by the blind.*

***Novelty.*** *For the first time, the size of geometric parameters of relief-dot characters by research of human tactile analyzers has been proved based on the cognitive models. The influence of surface structure and Braille dot profile on the quality of information tactile perception by blind has been proved.*

***Practical significance.*** *An expert assessment of Braille inscriptions formed by stamping, screen printing and inkjet has been carried out and its impact on the quality of tactile symbols has been confirmed.*