

## Welcome to the Accessible Technology Webinar Series

The Accessible Technology Webinar Series is sponsored by the Great Lakes ADA Center and the Pacific ADA Center, both members of the ADA National Network.

**The Session is Scheduled to begin at 1:00 pm CDT**  
**We will be testing sound quality periodically**

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## Webinar Features

- Closed captioning – click **CC** icon (top of screen) or control-F8 and adjust your screen
- Questions - type and submit questions in the Chat Area Text box or press control-M and enter text in the Chat Area
- Please do not use emoticons or hand-raising features during this session



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### **Mobile Ability: The Transformational Impact of Wireless Innovation on People with Disabilities**

Allison Remsen  
Executive Director, Mobile Future

September 13, 2011



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## Mobile Future – Who We Are

Mobile Future is a diverse coalition of cutting-edge technology companies, consumers, and non-profit organizations, working to support an environment which encourages investment and innovation in the U.S. wireless sector.



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## Speeding Digital Inclusion

- In the U.S., there were 293 million wireless subscribers in 2010 and more than 98% currently have access to 3G services
- Nearly 90% of American adults have a mobile device
- 85% of the more than 54 million Americans with disabilities reportedly own a wireless device



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## The Role of Accessible Technology

- Employment
- Healthcare
- Education
- Public Safety



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## Accelerating Next- Generation Technologies

- Captioning
- Auto-translation
- Front-facing cameras
- Voice to text voicemail

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## Challenges and Opportunities

- Accessibility
- Adoption
- Affordability
- **Innovation**

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## Key Themes

- Robust innovation requires more spectrum
- The FCC should consider economic needs
- More services for the disability community should go mobile
- Modernize the local 911 infrastructure
- Foster collaboration between innovators and disability communities

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## Mobile Future

For more information:  
<http://www.mobilefuture.org/page/-/MobileAbility.pdf>



ADA  LEARNING

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### Innovation and Access: Rethink Possible

Susan Mazrui  
 Director, Global Public Policy  
 AT&T Services, Inc.



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## The AT&T Commitment

*At AT&T, accessibility is more than a word - it's a pledge to provide products and services our customers need.*

- ❖ **AT&T Advisory Panel on Access & Aging (AAPAA)**
- ❖ **AT&T Expert Team on Access and Aging**
  - Creative Experience Team (web design)
  - AT&T Human Factors Lab
  - Diversity
  - Customer Care
  - Public Policy
  - Marketing
  - Citizenship and Sustainability

ADA  LEARNING

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## Public Policy and Human Resources

### Enhances Citizenship and Sustainability

- Being inclusive of disability and aging supports internal diversity.
- Innovation in technology helps students learn and builds strong communities.

### Improves Talent Attraction and Retention

- Providing accessible technology allows AT&T to recruit from underutilized population base.
- Access to technology increases employee retention.



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## Reasonable Accommodations

### PRODUCTIVITY TOOLS

- Assistive Technologies
- Accessible Design
- Universal Design

### PROCUREMENT

- Including accessibility standards in RFIs, RFPs and purchase decisions
- Design and development of accessible ICT

*Nothing about us – without us...*



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## Market Opportunities

### People with Disabilities:

- Make up a group of more than **54 million in the U.S.**
- Control over **\$220 billion** in annual discretionary spending
- Are covered by Federal and most State Government rules that require the Procurement of accessible technology

### Mature Adults:

- Over the age of 50 spent nearly **\$400 billion** in 2003
- Are the **ONLY** wireless segment with market penetration **growth potential**
- Are **2.8 times more loyal** to their wireless carriers than the youth market



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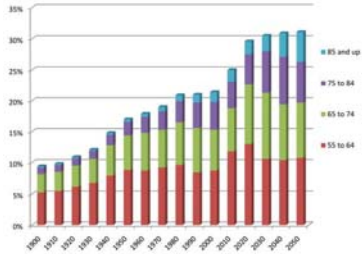
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## Age & Disability Demographic Trends

The Growing Mature Adult Population  
Past, Present & Future



Beginning Jan. 1, 2011, the rate of Americans turning 65 will be approximately **10,000 per day**. This pattern is expected to continue for the next **19 years**.

The **rate of disability** increases with age. Additionally, there is an influx of returning **disabled veterans** who have survived war-related injuries.




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## Innovation and Access

### iPhone 4™

#### VISION

- Braille display support
- Screenreading with voiceover
- Zoom and Magnify
- White on black for higher contrast

#### DEAF AND HARD OF HEARING

- AT&T VL5 (VRS)
- AT&T AIM Relay
- Closed Captioning
- Mono Audio
- Audible, visible, vibrating alerts
- Visual voicemail
- TTY Support




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## Innovation Makes Aging a Breeze...



- **EZ to see!** Large, bright screen, text and number keys that illuminate
- **EZ to use!** Phone menu displayed in a list for easy selection
- **EZ to call!** Three one-touch buttons to dial frequently called numbers
- **EZ to share!** Dedicated camera and speaker phone buttons
- **EZ to hear!** Ear speaker designed to work with hearing aids
- **EZ to hold!** Comfortable and stylish design
- **EZ to do more!** High-quality camera that can record video




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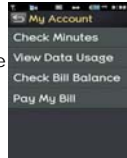
## Pantech Ease – General Use



**Quick Contact Key** – Quickly call or text important contacts or access voicemail.

**AT&T Address Book** - Synchronize your contacts between your phone and an online Address book

**My Account** – quick access to bill balance, data and minutes usage information



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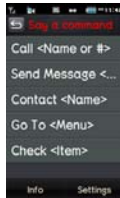
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## Pantech Ease – Voice Activation



**Say a Command** – make a call, address a text message or open an application with your voice

**Voice Mode** – dictate text messages with your voice (training required)



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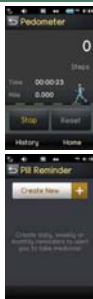
## Pantech Ease – Target Specific



**Readout Mode** – audibly announces callers, text message senders and reads text messages aloud

**Pedometer** – tracks your steps and get 7 days history

**Pill Reminder** – create daily, weekly or monthly reminders to take medicine



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Accessibility, Innovation and Sustainability at AT&T

**“Accessibility, Innovation and Sustainability at AT&T”** by G3ict (the Global Initiative for Inclusive Information and Communications Technology)  
<http://g3ict.com/>



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**ADA ONLINE LEARNING**

Popular Mobile Experiences & Accessibility Applications

Catharine McNally  
Founder, Keen Guides

DBTAC *great lakes* ADA Center  
A member of the ADA National Network

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## iPod Podcast → iPhone Apps

### Video

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## iPod Podcast → iPhone Apps

- In 2007, 200 deaf and hard of hearing people tried this prototype and loved it.
- Opportunity to use a device that was by general assumption, inaccessible.
- The “cool & hip” factor a big player, as it was not a separate, clunky alternative.

#### Ah-Ha Moment:

“Hearing” people were requesting to use our accessible solution, because they found it to be more a more independent, familiar, and fun experience.

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## People with Disabilities as “Trend-Setters”

Technology used to be developed to solve accessibility problems for people with disabilities.

Deaf / Hard of Hearing:

Text Messaging  
Video Chat  
Instant Messaging

Blind / Low Vision

Voice Dictation  
Walking / Talking Directions  
Text-to-Speech

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## Accessible Design

Some of the best products out there are designed with accessibility in mind.

Benefits:

Broader Market Reach;

Cost-effective – Don't need to go  
"back in and fix."

Customer / Brand Loyalty for Inclusion



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## Ahead of the Curve

Questions to consider:

What are some of the popular habits of the community?

What worked for specific audiences that can be replicated?

How do people generally interact with their mobile devices?

How can a person with a disability better  
"fit in" using popular & mobile trends?

How can their lives be improved? Made easier?



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## Accessibility Practices "Discovered"

Now, technology is moving so quickly, that accessibility applications can be drawn from mass use of technology.

**Deaf / Hard of Hearing:**

Twitter as a "note-taker" at live events.

**Intellectual Disabilities:**

iPad's touch screen is enabling greater independence for people with mobility and intellectual disabilities.



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## How can I make that work for me?

Shift perception to understanding how to use existing Solutions and practices to draw accessible practices.

Sometimes the answer is right in front of us; no need to think that accessibility comes with a huge price-tag anymore.

The solutions are often within our mobile devices.



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## ADA ONLINE LEARNING

David Dzumba, Senior Manager,  
Global Accessibility, Nokia

The Global Accessibility Reporting Initiative (GARI)  
<http://www.mobileaccessibility.info/>



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## GARI Project

- GARI is a global initiative promoting awareness of the various accessibility features of phones. The project website is available at: [www.mobileaccessibility.info](http://www.mobileaccessibility.info)
- Progressively being deployed globally to provide all consumers with access to information to assist in finding an appropriate phone to meet their needs
- Project comprises explanatory website and searchable database
- From the initial launch in 2008 with an excel template in English and French, the MMF developed a fully searchable database and added new features based on consumer group feedback.



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## GARI Project

- The site is now available in many languages: Currently available in English, French, Spanish, Portuguese, German, Finnish, Swedish, Simplified and Traditional Chinese, Polish, and Arabic
- Phones listed as available by Region:
  - Africa: 30 Models
  - Asia Pacific: 116 Models
  - Europe: 132 Models
  - Latin America: 94 Models
  - North America: 167 Models
- A full accessibility audit was undertaken by the NCBI Centre for Inclusive Technology in Ireland. Additionally, recurring stakeholder reviews are held.
- There is currently an ongoing survey with stake Holders. Invitation to submit comments or suggested changes to the Global Accessibility Reporting Initiative (GARI) Database.



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## GARI Website Statistics

- The GARI site averages over 6,000 unique visits each month and a hit rate of around 50,000 per month.
- The vast majority of users are in the United States, followed by Australia, France and other European countries.
  - China is ranked sixth in the number of visitors accessing the site, which certainly supports the decision to add both simplified and traditional Chinese to the site.
- Not surprising the overwhelmingly most popular content page after the homepage is the "find-phones" page, which is the page that begins the database search.



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## GARI Website – Learn About Features

- The website is designed to highlight different features that people may want to consider in finding a phone to meet their needs.



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## GARI Website – Find a Phone

- To begin searching for a phone, the user goes to the 'Find Phone' section.
- User is prompted to select their language and region and what shape of phone they are interested in.



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## GARI Website – Find a Phone

- They can now select from among the features that may be of interest to them. The Database currently has 93 features with 85 of these being selectable.



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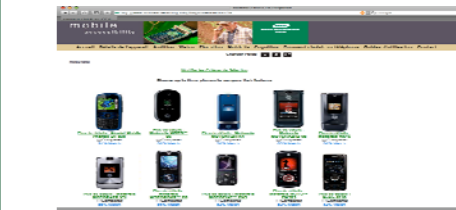
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## GARI Website – Find a Phone

- Once selections are made, the Database will show those phones that best meet the users selections. It shows a percentage match from 100 through to 50.



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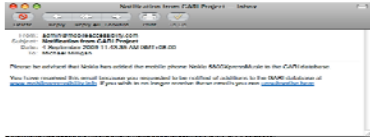
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## GARI Website - For Stakeholders

- The MMF has introduced a notification feature that allows stakeholders to receive an emailed notification of any new model added to the database – this saves time having to check whether a model has been added.
- Contact [michael.milligan@mmfai.org](mailto:michael.milligan@mmfai.org) to receive these notifications.



- Other activities ongoing include use of GARI data by stakeholders for integration into their websites.

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## ADA ONLINE LEARNING

### Mobile Accessibility Making mobile phones accessible to the blind and visually impaired

Melanie Endres  
Sales Representative, Code Factory

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## Code Factory – Who we are

- World-leader in making mobile phones accessible
- Screen reader, screen magnifier, and Braille interfaces
- Flagship product: Mobile Speak
- Symbian, Windows Mobile, BlackBerry and Android
- 50 countries, 30 languages
- AFB and CES award-winner

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## Code Factory – What We Do



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## Mobile Accessibility

### Phone

- Make calls
- Answer calls
- Hear the caller ID
- Manage your call log



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## Mobile Accessibility

### Calendar

- Create, edit and delete a calendar entry
- View all events per day, week or month
- Manage appointments from your Google Calendar account and others share with you



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## Mobile Accessibility

### E-mail

- Send e-mails
- Receive e-mails
- Full access to your Gmail account



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## Mobile Accessibility

### Web

- Full web browser experience
- Jump by the control of your choice to navigate faster to the information of your interest
- Bookmark your favorite webpages



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## Mobile Accessibility

### Others

- Contacts: Manage your contacts, even those from social networks
- SMS: Compose and read short messages/ Manage conversations
- Alarms: Set your alarms
- Where am I?
- Apps: Access the list of apps installed on your Android phone
- Settings: Change ringtone, punctuation verbosity, speed pitch and rate, etc.

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## Mobile Accessibility


**Samsung  
Nexus S**




**Samsung  
Nexus S**




**Motorola  
Droid Pro**




**Alcatel  
OT-980**




**LG Ally**



**HTC  
Desire**




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## Questions?

You May Type and Submit questions in  
 the Chat Area Text Box or press  
 Control-M and enter text in the Chat  
 Area

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## Thank You

- Thank you for participating in today's session.
- Please Evaluate the session at
- <http://ada-conferences.September132011.sgizmo.com>
- Our 2012 – 2011 Series will be available for registration soon check with us at:
- <http://ada-audio.org> for more information.


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