



GLOBAL INITIATIVE FOR INCLUSIVE ICTs

*Promoting the Rights of Persons with Disabilities in the Digital Age*

# Leveraging Mobile Innovations to Provide Greater Access to Persons with Disabilities

Accessible Americas: Information and Communication for ALL  
A REGIONAL EVENT FOR THE AMERICAS  
São Paulo, Brazil 12 to 14 November 2014

By Axel Leblois  
President and Executive Director, G3ict

[www.g3ict.org](http://www.g3ict.org)

# *Mobile Accessibility Innovation: The Big Picture*

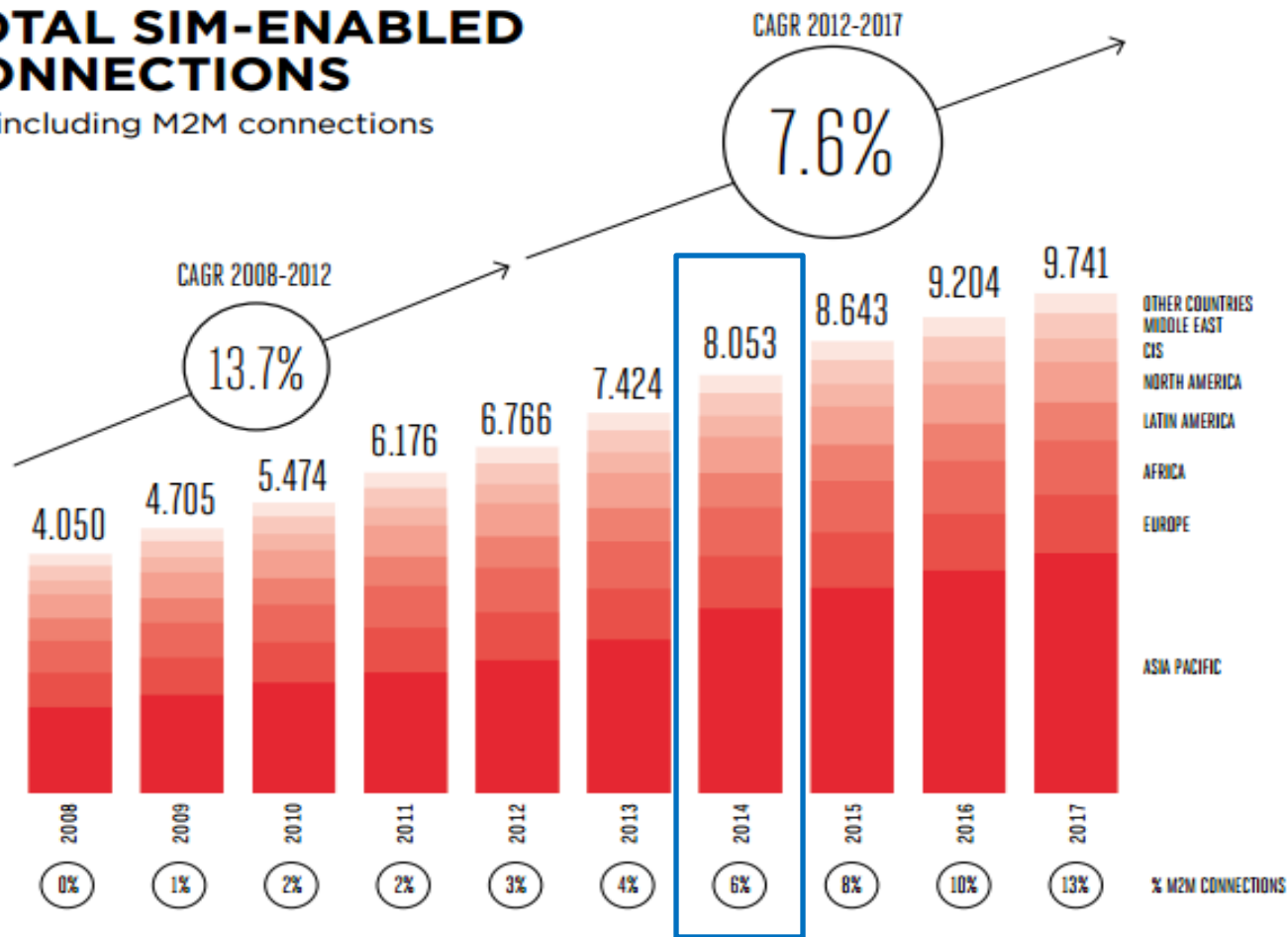
**1 billion people live with some form of disability**

**7 billion mobile subscribers,  
#1 ICT in use worldwide**

# Global Market Size Creates Unprecedented Economies of Scale

## TOTAL SIM-ENABLED CONNECTIONS

Bn, including M2M connections



Source: A.T. Kearney, GSMA Wireless Intelligence, Machina Research

2014

Slide 3

# Accessible User Interfaces, Apps and Services Become Widely Available Worldwide

- ❖ **Visual**
  - ▶ Text-to-Speech
- ❖ **Hearing**
  - ▶ Video Relay Service with sign language
- ❖ **Dexterity**
  - ▶ Voice recognition for controls and input
- ❖ **Speech**
  - ▶ Peer-to-peer video for sign language
- ❖ **Cognition**
  - ▶ Icon interface



# Mobile Innovation Drivers

Mobility + Networks Bandwidth + Processing  
Power + Memory + GPS + NFC + Camera +  
Gyroscope + Microphone + Biometrics +  
Kinetics + Miniaturization

=

**Unprecedented Accessibility Solutions for  
All Types of Disabilities**

# Emerging Mobile Accessibility Innovations in 2014-2015



- ❖ New forms of wearable computing
- ❖ Sign language recognition
- ❖ Secure sign-in with bio-recognition
- ❖ Interpretation of visual environment
- ❖ Guidance for cognitively impaired persons
- ❖ Interaction with devices to control physical environment
- ❖ Internet of Things
- ❖ Real time captioning in wearable glasses

# Mobile Is Ranked #1 among all ICTs for Independent Living of Persons with Disabilities

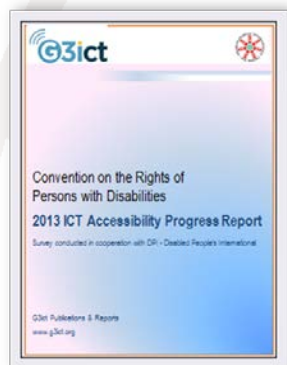
To what extent are ICTs improving the lives of Persons with Disabilities? - Scale of 0 to 5 -

	Websites	Mobiles	TV sets	Radio	Other
Healthcare	3.3	3.1	2.9	2.5	2.7
Primary education	3.0	2.6	2.8	2.3	2.9
Secondary education	3.4	3.0	2.7	2.3	2.8
Tertiary, prof., lifelong education	3.7	3.4	2.9	2.4	2.8
Employment	3.7	3.3	2.5	2.2	2.7
Independent living	3.4	4.6	2.8	2.4	2.8
Government services	3.5	3.0	3.0	2.3	2.6
Political & public life	3.3	3.1	2.7	2.5	2.6

*ITU-G3ict-IDA-UNESCO-Microsoft Report for the UN General Assembly High Level Meeting on Disability and Development – September 2013*

# Yet, Few Countries among CRPD States Parties Promote Mobile Accessibility





Country Groups	World	High Income	Upper-Middle Income	Lower-Middle Income	Low-Income
Policies or programs in place for Wireless Telephony and Services	39%	50%	35%	41%	7%



Source: G3ict CRPD Accessibility Progress Report 2013  
76 country expert panels



# Accessibility Progress among Global Mobile Ecosystem Participants – Gaps in Innovation Outreach

- ❖ Operating system vendors.... 
- ❖ Device manufacturers..... 
- ❖ Mobile web sites..... 
- ❖ Mobile app developers..... 
- ❖ Mobile service providers..... 

Lack of awareness,  
Lack of know-how,  
Complexity,  
Cost,  
Compliance focused,  
Potential market not identified

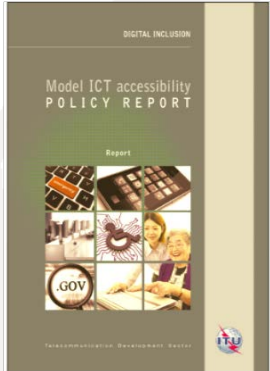


# Mobile Operators Successful at Promoting Accessible Products Have Similar Strategies

## G3ict Analysis of NTT, Orange & AT&T Success Factors:

- ✓ Universal Design strategy
- ✓ Involving and hiring persons with disabilities
- ✓ Procurement integrating accessibility
- ✓ Dedicated marketing plan and service packaging
- ✓ Accessible point of sales
- ✓ Accessible web sites and apps
- ✓ Trained employees and customer service
- ✓ Alternative modes of communication with customers

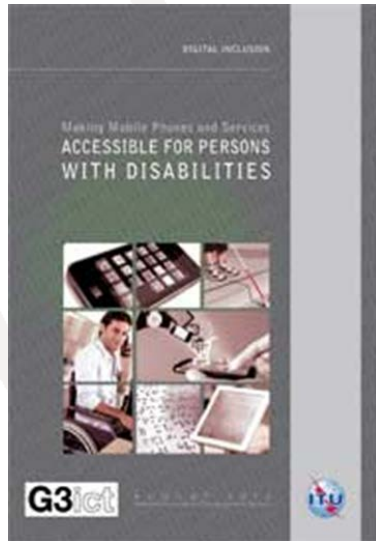
# ITU – G3ict Model Policy Based on Success Factors



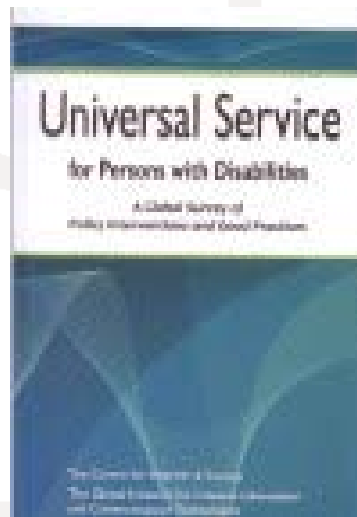
- ❖ Promote multi-stakeholder participation in policy making and monitoring including persons with disabilities
- ❖ Telecom Regulator should act as convener if no private sector initiative
- ❖ Agree on roadmap for implementation by service providers of success factors with metrics, milestones and monitoring processes
- ❖ Policy may be enacted via voluntary code of conduct or regulation

# Useful Information and Resources for Stakeholders - Joint Reports ITU – G3ict

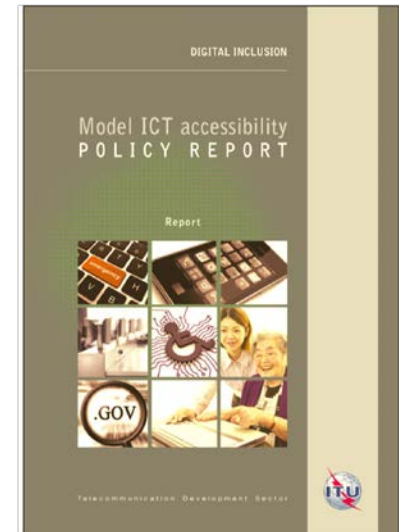
## Making Mobile Phones and Services Accessible



## Universal Service Funds for Persons with Disabilities



## Model ICT Accessibility Policies



**Launched in Sao Paulo at the Accessible Americas Conference!**



## Find Accessible Devices & Apps

## Learn about Mobile Accessibility

[Home](#) > Find Accessible Devices and Apps: Phones & Tablets

### Find Accessible Devices and Apps: Phones & Tablets



#### Find Phones & Tablets

Compare features from different manufacturers.



#### Find Mobile Apps

Which devices support the accessibility apps you love?

### Best devices for.....

- Dexterity
- Vision
- Hearing/Speech
- Cognition

Phones  Tablets

Region:

[Let's see some devices](#)



### Phone / Tablet Lookup

Already know what you're after?  
Find phones and tablets in the database.

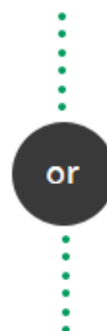
Region:

Manufacturer:

Model:

Phones  Tablets

[Lookup Devices](#)



### Advanced Feature Search

Let us help you find the right phone for your needs.  
Select on a feature-by-feature basis.

[Start advanced search](#)

# M-Enabling Summit: G3ict's Annual Global Forum In Cooperation with ITU and the FCC

**World's largest forum on accessible & assistive mobile solutions and services**



- ❖ Promotes innovation
- ❖ Showcases solutions that work
- ❖ Largest global dialogue among all stakeholders: Mobile industry, innovators, policy makers, disability advocates, CIOs from 30+ countries
- ❖ 600+ participants expected June 1-2-3 2015, Washington, DC

IN CLOSING: HUMAN RIGHTS AND  
ACCESSIBILITY INNOVATION

INSIGHTS FROM AN INDUSTRY LEADER

(TIM COOK VIDEO)



**Thank You for your  
Attention!**

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[www.e-accessibilitytoolkit.org](http://www.e-accessibilitytoolkit.org)

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