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
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

CAGR 2012-2017
7.6%

Source: A.T. Kearney, GSMA Wireless Intelligence, Machina Research
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
To what extent are ICTs improving the lives of Persons with Disabilities? - Scale of 0 to 5 -

<table>
<thead>
<tr>
<th></th>
<th>Websites</th>
<th>Mobiles</th>
<th>TV sets</th>
<th>Radio</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>3.3</td>
<td>3.1</td>
<td>2.9</td>
<td>2.5</td>
<td>2.7</td>
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<tr>
<td>Primary education</td>
<td>3.0</td>
<td>2.6</td>
<td>2.8</td>
<td>2.3</td>
<td>2.9</td>
</tr>
<tr>
<td>Secondary education</td>
<td>3.4</td>
<td>3.0</td>
<td>2.7</td>
<td>2.3</td>
<td>2.8</td>
</tr>
<tr>
<td>Tertiary, prof., lifelong</td>
<td>3.7</td>
<td>3.4</td>
<td>2.9</td>
<td>2.4</td>
<td>2.8</td>
</tr>
<tr>
<td></td>
<td>education</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employment</td>
<td>3.7</td>
<td>3.3</td>
<td>2.5</td>
<td>2.2</td>
<td>2.7</td>
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<tr>
<td>Independent living</td>
<td>3.4</td>
<td>4.6</td>
<td>2.8</td>
<td>2.4</td>
<td>2.8</td>
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<tr>
<td>Government services</td>
<td>3.5</td>
<td>3.0</td>
<td>3.0</td>
<td>2.3</td>
<td>2.6</td>
</tr>
<tr>
<td>Political &amp; public life</td>
<td>3.3</td>
<td>3.1</td>
<td>2.7</td>
<td>2.5</td>
<td>2.6</td>
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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

<table>
<thead>
<tr>
<th>Country Groups</th>
<th>World</th>
<th>High Income</th>
<th>Upper-Middle Income</th>
<th>Lower-Middle Income</th>
<th>Low-Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policies or programs in place for Wireless Telephony and Services</td>
<td>39%</td>
<td>50%</td>
<td>35%</td>
<td>41%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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 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:  Latin America

Phone / Tablet Lookup
Already know what you’re after?
Find phones and tablets in the database.

Region: Latin America
Manufacturer: All
Model:
Phones  Tablets

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

Start advanced search

Let’s see some devices

Lookup Devices
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!

www.g3ict.org

axel_leblois@g3ict.org

www.e-accessibilitytoolkit.org

www.m-enabling.com