



GLOBAL INITIATIVE FOR INCLUSIVE ICTs

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

# **Scaling Up Mobile Accessibility: Civil Society and Operators At Work**

Accessible Americas II:  
Information and Communication for ALL  
Panel on Successful International  
ICT Accessibility Experiences  
Medellin, Colombia 4, 5 and 6 November 2015

By Axel Leblois  
President and Executive Director, G3ict

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

# The Opportunity We Saw Today: Mobile Apps and Services Can Leverage Terrific Embedded Smart Phone Functionalities

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



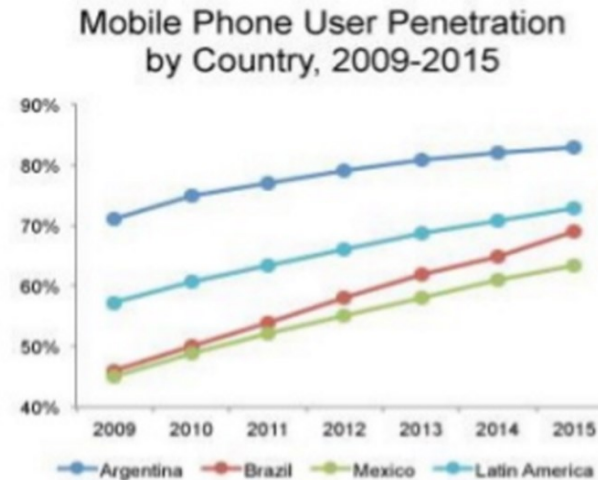
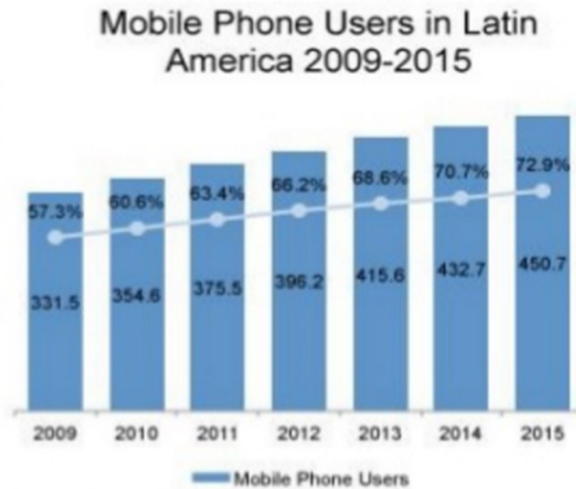
# Emerging Mobile Accessibility Features



- ❖ 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

# The Gap:

- ❖ **Latin America: more phones than people, but:**
  - ▶ Actual penetration over population is uneven, 70% on average in Latin America
  - ▶ Smart phones just passed 50% of new sales



- ❖ **30% to 35% is the penetration of smart phones over population, likely far less among persons with disabilities, especially among senior citizens**

**SO, HOW TO CLOSE THE GAP?**

**HOW TO ENSURE THAT THIS  
UNPRECEDENTED LEVEL OF INNOVATION  
BENEFITS ALL PERSONS WITH  
DISABILITIES?**

**HOW TO PROMOTE ADOPTION?**

**SO, HOW TO CLOSE THE GAP?**

**HOW TO ENSURE THAT THIS  
UNPRECEDENTED LEVEL OF INNOVATION  
BENEFITS ALL PERSONS WITH  
DISABILITIES?**

**HOW TO PROMOTE ADOPTION?**

# **Scaling Up!**

**Success Stories**

**Mobile Operators, Civil Society, Governments in Action  
Japan, USA, France, Turkey, Colombia, Mexico,  
Denmark**

# Example #1: Japan The Raku Raku

- ❖ **NTT DoCoMo Market Situation in 2002**
  - ▶ **NTT DoCoMo market share: 51%**
  - ▶ **Saturation of young adult and adult market segment**
  - ▶ **Opportunity: rate of utilization decreased significantly with age (90%+ aged 20 to 50; less than 30% above 70)**
- ❖ **Decision to tackle issue across organization, products and services**
  - ▶ **Adoption of Universal Design principles**
  - ▶ **Cell phone handsets, stores & services**



We exchanged opinions with people with disabilities and universal design authorities from the stage of design and construction and developed enriched service menus and outlet design planning.

Interior, DOCOMO Shop Marunouchi in Yuraku-Cho, Chiyoda-Ku, Tokyo

## Full services menu



Sign language staff



Concierge service



Consultation



English tool, brail tool



## Shop design



Resolved levels on floors/corridor



Set up indoor directions



Set up omni-counter



Set up omni-toilet



Directions by artificial voice guide

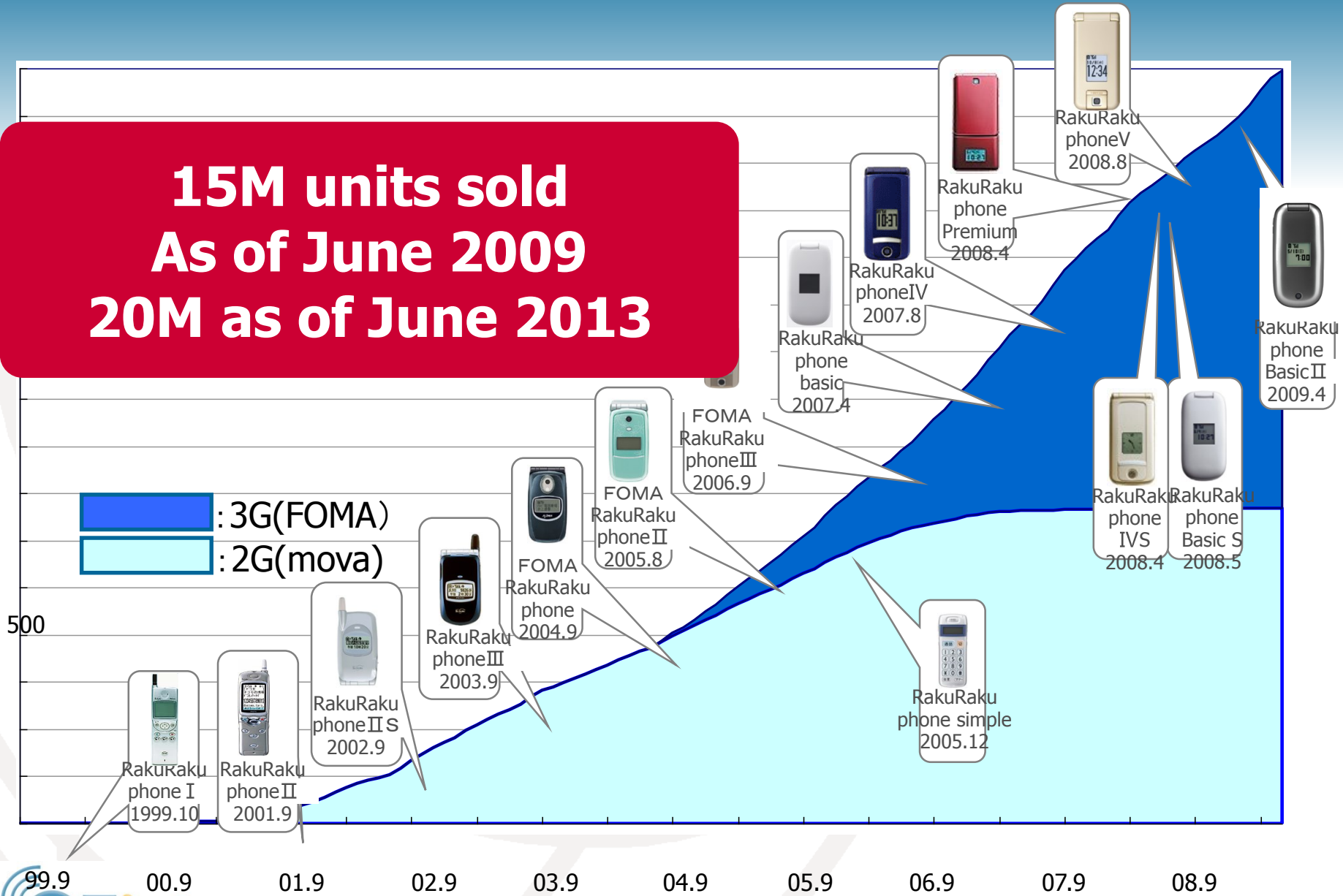


「DOCOMO Hearty Plaza」 won a 2004 Good Design Award



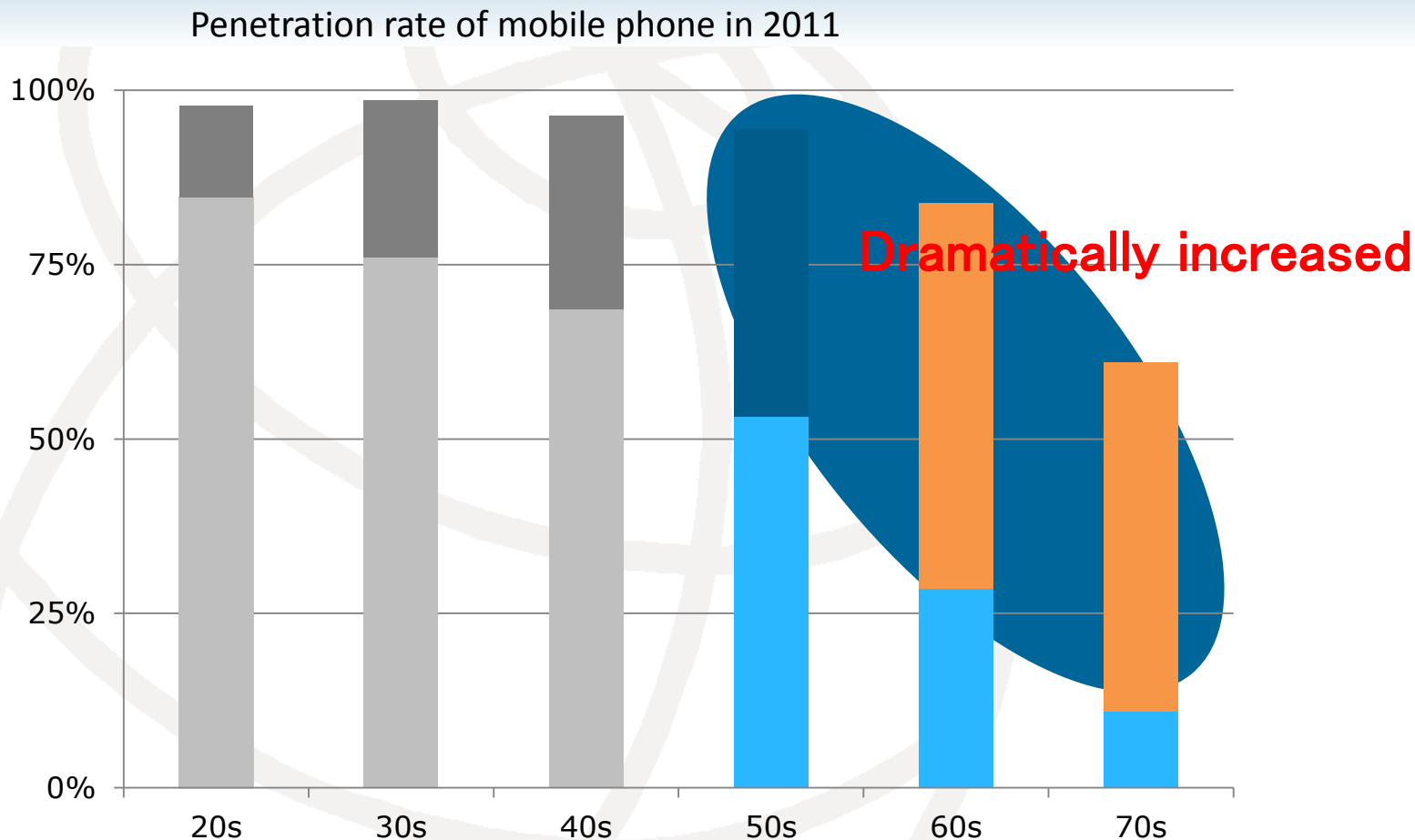
# Sales Status of the Raku-Raku Phone Series

**15M units sold  
As of June 2009  
20M as of June 2013**



# Change of penetration rate in Japan

Penetration rate of over 50s has dramatically increased



Source: Survey on penetration rate of mobile phone by age, NTT DOCOMO

# 2015: Japan National Post Office Watch Service Initiative with Apple and IBM with Free iPads for Seniors

- ❖ **Japan Post: a government-owned holding company that runs 24,000 post offices as well as one of the world's biggest banks and Japan's largest insurer.**
- ❖ **Post Office Watch service: employees check in on elderly clients, offer them consultation services and report back to family members.**
- ❖ **Post now distributes free tablets to elderly persons with the support of a joint venture between IBM and Apple.**
- ❖ **Apps are designed to help connect Japan's millions of seniors with healthcare services and with their families, with a target of serving 4 to 5 million families by 2020.**

# Example #2: USA - AT&T Case Study



- ❖ **Universal Design**
- ❖ **AAPAA: involving persons with disabilities in designing products and services**
- ❖ **Dedicated marketing**
- ❖ **Special rate plans**
- ❖ **Customer service**
- ❖ **160,000 employees trained on disability and accessibility issues**

# Example #3: France

## Multi-stakeholder Accessibility Charter

- ❖ **Government, organizations of persons with disabilities, operators sign charter with roadmap and milestones in 2005**
- ❖ **Voluntary program with milestones and monitoring for implementing features with defined priorities:**
  - 1. Necessary features**
  - 2. Comfort features**
  - 3. Desirable new features and evolution**
  - 4. Marketing codification of accessibility features**

# Types of Metrics Monitored in Roadmap, Sample of Actual Results:

## ❖ **By 2009:**

- ▶ **Each operator offers between 10 and 20 accessible handsets**
- ▶ **Implementation of multimodal customer service support centers for persons with disabilities by each operator**

## ❖ **By 2010:**

- ▶ **193 specialized point of sales for accessible solutions in operation across France**
- ▶ **Personnel trained on disability and accessibility**
- ▶ **Mobile news service launched in sign language**
- ▶ **Launch of multiple mobile services for persons with disabilities: accessible city services, transportation mobile guide, accessible parking guide and accessible tourism web sites etc.)**

## Example #4 – Audio Description for Movie Theaters offered by Operator



- ❖ **“My Dream Partner” free mobile app and service for the visually impaired, current news, more than 70 columnists’, hundreds of thousands of audio-books, training programs and practical information**
- ❖ **Audio description feature allows users of “My Dream Partner” to enjoy watching movies in movie theaters through detailed description of non-dialogue scenes**
- ❖ **National roll-out in all Turkish movie-theaters.**
- ❖ **Blind movie-goers can choose the “cinema” category, select the movie and start listening to its synchronized audio description with their earphones.**
- ❖ **Available free-of-charge and open to customers of all operators who register to My Dream Partner**

# In Summary: Operators' Common Success Factors

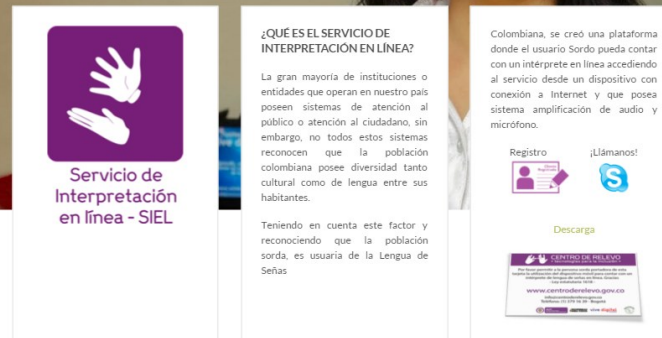
- ✓ Focused accessibility team coordinating efforts across the organization
- ✓ Awareness campaigns
- ✓ Universal Design strategy
- ✓ Involving and hiring persons with disabilities
- ✓ Procurement integrating accessibility
- ✓ Dedicated marketing plan and service packaging
- ✓ Accessible point of sales
- ✓ Accessible web sites and apps
- ✓ Trained employees and customer service
- ✓ Alternative modes of communication with customers



# CIVIL SOCIETY AND GOVERNMENTS IN ACTION


# Example #5: Colombia - Video Relay and Remote Interpretation Services for the Deaf

- ❖ Free for all deaf users
- ❖ FENASCOL, National Federation of the Deaf is the operator
- ❖ Available and used nationwide by deaf users
- ❖ Video Remote Interpreting now also available nationwide free with 30 min cap per call
- ❖ 12,000 users in Colombia
- ❖ Funded by MinTic
- ❖ Great replicable option for Universal Service Funds



# Example #6: the MMF-GARI Database *En Español* Made Available in Mexico through IFT, Operators

EN AR DA DE ES FI FR IT KO NL NO PL PT RO SV 中国




 **GARI** GLOBAL ACCESSIBILITY REPORTING INITIATIVE

Para gobierno Para fabricantes Para desarrolladores Blog Contacto

Encontrar dispositivos y apps accesibles | Conocer sobre Accesibilidad Móvil

Ayudamos a los consumidores a encontrar un dispositivo con las características de accesibilidad que mejor se ajusten a sus necesidades.

¿Qué desea encontrar?

-   
**Teléfonos**  
Refinar y comparar opciones de distintos fabricantes
-   
**Tablets**  
Compare las características de accesibilidad que usted necesita.
-   
**Apps móviles**  
¿Qué dispositivos dan soporte a las apps de accesibilidad que más le gustan?

Casi uno de cada cinco habitantes del mundo vive con algún tipo de discapacidad reconocida.

# Success Story #7: Denmark Crowdsourced Services - Be My Eyes

- ❖ **301,095 Sighted volunteers**
- ❖ **23,376 Blind users**
- ❖ **A Network of Eyes: Be My Eyes is an app that connects blind people with volunteer helpers from around the world via live video chat**



Blind Requests Assistance

How It Works



Volunteer Receives Video And Describes

# M-Enabling Summit: G3ict's Annual Global Forum Promoting Mobile Accessibility Innovation

- ❖ World largest forum on accessible and assistive mobile solutions in cooperation with ITU:



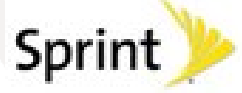
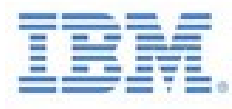
- ❖ Promotes innovation
- ❖ Showcases solutions that work
- ❖ Fosters dialogue among all stakeholders: Mobile industry, innovators, policy makers, advocates, CIOs
- ❖ Facilitates networking among global mobile accessibility stakeholders and sharing of experience
- ❖ 540 participants in 2015 from 30 countries

**Next Edition June 13-14, 2016, Washington, D.C.**  
**[www.m-enabling.com](http://www.m-enabling.com)**





ITU - International Telecommunication Union  
FCC - Federal Communications Commission



# Companies and Organizations Supporting the G3ict Annual M-Enabling Summit





**Thank You for your  
Attention!**

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

[axel\\_leblois@g3ict.org](mailto:axel_leblois@g3ict.org)