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| INTERNATIONAL TELECOMMUNICATION UNION | | **Joint Coordination Activity   On Accessibility and Human Factors** |
| **TELECOMMUNICATION STANDARDIZATION SECTOR**  STUDY PERIOD 2013-2016 | | Doc 18 |
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| **Source:** | JCA-AHF Convener | |
| **Title:** | M-Enabling Summit 2013 - Agenda | |

**M-Enabling Summit 2013  
*Global Summit for Accessible Mobile Technology for Seniors and Users of All Abilities***

**Washington, D.C. - June 6-7, 2013**

**A Must-Attend Event**The M-Enabling Summit is the only global program exclusively dedicated to promoting mobile accessible and assistive applications and services for senior citizens and users of all abilities, a market of more than one billion users worldwide, with considerable untapped potential.

**Opening a new Window of Market Opportunities**   
The rapid expansion of smart phones and tablets opens unprecedented opportunities, profiting from global economies of scale. Solutions that work for seniors and persons with disabilities, like text-to-speech, voice recognition, Near Field Communication or GPS technology, benefit all mobile users dealing with environmental or situational limitations in utilizing their device. As such, accessible and assistive solutions are at the forefront of the mobile industry as a whole, becoming an essential differentiator and competitive advantage.

**What is unique about the M-Enabling Summit?**The Summit is the only gathering of U.S. and international leaders of the global ecosystem supporting accessible and assistive mobile solutions. At the Summit they share experiences on how to best leverage the latest mobile operating systems, handset and tablet technologies, creating life changing applications and services for seniors and users of all abilities.

The second edition of the M-Enabling Summit in 2013 is expected to draw more than 600 participants from at least 40 countries. Convening in Washington, D.C., the M-Enabling Summit is organized in cooperation with the International Telecommunication Union (ITU) and the Federal Communications Commission (FCC), ensuring substantial participation for leading international mobile service providers, policy makers, apps developers and manufacturers.

**Benefits of participating in the M-Enabling Summit:**

* Network with peers and experts from industry, service providers, apps developers, organizations of seniors and persons with disabilities, and professionals representing special education, rehabilitation and senior care services
* Promote your own mobile accessible and assistive solutions to key interested stakeholders
* Learn about the latest developments, innovations, market drivers and emerging opportunities
* Share perspectives with international participants
* See the latest products, services and applications in a showcase featuring companies and organizations driving innovation with accessible and assistive mobile technologies solutions
* Gain new insights from case studies by service providers, and public and private sector organizations experienced in marketing and services for seniors and persons with disabilities.

**For Summit agenda, showcase exhibits, sponsorships and registration, visit:** [**www.m-enabling.com**](http://www.m-enabling.com)

**M-ENABLING SUMMIT 2013   
Washington, D.C. - June 6-7, 2013**Renaissance Arlington Capital View Hotel

DRAFT AGENDA V.2.1 - FOR RELEASE

**Wednesday, June 5, 2013**

**2:00 p.m. to 5:00 p.m.**

**International delegations meetings at FCC Headquarters**

* Topic: Review of 21st Century CVAA rule making and implementation

**5:00 p.m. to 8:00 p.m.**

**Pre-registration, speakers’ orientation and welcome refreshments at Renaissance Arlington Capital View Hotel**

Location: Studio C

**Thursday, June 6, 2013**

**8:00 a.m. to 9:00 a.m.**

**Registration, speakers’ orientation and welcome at Renaissance Arlington Capital View Hotel**

**9:00 a.m. to 10:00 a.m.**

**Opening Plenary Session - Beyond Universal Access, Bringing New Solutions for Seniors and Users of All Abilities**

* **Julius Genachowski,** Chairman, **FCC**
* **Javed Abidi,** Chairman, **Disabled Peoples’ International (DPI)** and Vice-Chair, **International Disability Alliance (IDA)**
* **Franco Bernabè,** Chairman, **GSMA** and Chairman and CEO, Telecom Italia (TBC)
* **Rob Sinclair,** Chief Accessibility Officer, **Microsoft**
* Session Chair: **Axel Leblois**, Executive Director, **G3ict**

**10:00a.m. to 10:30 a.m.   
Keynote**: “Internet without Barriers” (TBA)  
  
**10:30 a.m. to 11:00 a.m.   
Refreshment Break in Showcase Area**   
  
 **11:00 a.m. to 12:30 p.m.   
  
Plenary Session: Making Mobile Communications Work for Customers of All Abilities**Location: Salon 4  
Session Chair: TBA

* **Why “Extreme Users” matter to industry, regulators and all users: Rich Donovan**, Managing Partner of Fifth Quadrant Analytics and Chief Investment Officer of WingSail Capital (TBC)
* **Mega trends, market and technology opportunities: How phones, tablets, apps and services benefit seniors and users of all abilities**
* **CIO Panel** – Banks, transportations, e-government, e-commerce and information services using mobile web, communications and applications with customers

**12:30 p.m. to 2:00 p.m.  
Lunch in Showcase Area**Showcase opens at 12:00 p.m.  
Buffet lunch served in Showcase Area at 12:45 p.m.

**2:00 p.m. to 3:30 p.m.**

**Track A: Policy, Technology and Human Rights at a Crossroad**Location: Salon 4   
Session Chair: TBA

* **The 21st Century Communications and Video Accessibility Act: origin, objectives and development and of a landmark legislation:** Senator XXX or Commissioner Mignon L. Clyburn, FCC
* **Latest developments and completion of rulemaking: Karen Peltz Strauss**, Deputy Chief, Consumer and Governmental Affairs Bureau, FCC
* **Panel: Implementation challenges and opportunities, international comparisons**
  + **International experiences:** Regulators with experience in mobile accessibility policies
  + **Universal Services Funds** rolein supporting access for persons with disabilities
  + **Promoting accessibility solutions:** Mobile web browsers, emergency services, voice interfaces
  + **Panelists:** Representatives of seniors and persons with disabilities, mobile service providers, technology vendors (TBA)
* **Q & As**

**Track B: Developers Session: New tools, features and distribution channels offered by mobile operating system environments – Windows 8**  
Location: Salons 1,2 & 3  
Session Chair: TBA

**Track C: End Users Session: Sorting out the apps jungle**Location: Salons 5, 6 & 7  
Session Chair: **John Kemp**, CEO, Abilities! and Chair of the Advocacy Committee, G3ict

* How to promote better information on mobile apps, devices and services for seniors and users of all abilities?
* Testing, evaluations and rankings
* Users’ feedback and crowd sourcing
* Alternative app store models

**3:30 p.m. to 3:45 p.m.  
Refreshment Break in Showcase Area**

**3:45 p.m. to 5:15 p.m.**

**Ecosystem and Technology Break-out Sessions**

* Voice interfaces: Latest developments and global trends – Studio D
* New tools, features and distribution channels offered by mobile operating system environments – Android – Studio E
* Making multiple accessible apps and services work without cognitive overload: Optimizing user experience, alternative interfaces, cloud solutions – Studio F
* Developing accessible mobile apps and services 101 – Tutorial – Salon 6
* Implementing mobile accessibility in the development cycle – Salon 5

**5:15 p.m. to 7:00 p.m.  
Cocktail reception**Location: Showcase Area (pre-function hallway), Studio C and outdoor terrace

**Friday, June 7, 2013**

**8:00 a.m. to 9:00 a.m.  
Refreshment Break in Showcase Area**

**9:00 a.m. to 10:30 a.m.**

**Market Development Forums**

* Tablet based solutions: Opportunities for the Assistive Technology Industry – Studio E
* Promoting solutions for senior users: Enhancing people’s activities to stay engaged with their community, to stay employed, to stay in their own homes as they age – Studio D

**Applications Theaters Sessions (4 parallel sessions with 7 app presenters each)**

* Assistive apps and solutions for visual impairments – Salon 5
* Assistive apps and solutions for hard of hearing, deaf and speech impaired persons – Salon 6
* Assistive apps and solutions for learning and cognitive disabilities – Salon 7
* Assistive apps and solutions for persons with limited mobility – Studio F

**10:30 a.m. to 11:00 a.m.  
Refreshment Break in Showcase Area**

**11:00 a.m. to 12:30 p.m.**

**Market Development Forums**

* Mobile Operators success stories – Studio E
* Making solutions accessible across borders: Emergency response, relay services, localization of apps and services – Studio D

**Applications Theaters Sessions – Cont’d (4 parallel sessions with 7 app presenters each)**

* Assistive apps and solutions for developing countries and low resource environments: Leveraging feature phones, cloud-based solutions and low cost devices – Salon 5
* Assistive apps and solutions for the classroom – Salon 6
* Mobile apps and services for local government – Salon 7
* Assistive apps for travel and transportation – Studio F

**12:30 p.m. to 2:00 p.m.  
Lunch in Showcase Area**

**2:00 p.m. to 3:45 p.m.**

**Tablets and mobile phones application opportunities for professionals in special education, senior care services and rehabilitation**

* **Special Educators Session: Leading apps and services for Special Education** – Salon 6
* **Care Professionals: Leading apps and services for seniors: opportunities, success stories** – Salon 5
* **Rehabilitation Professionals: Leading mobile solutions for rehabilitation** – Salon 7

**Innovation Forums**

* **Understanding users’ needs, market research and testing** – Studio F
* **What the senior market demands – Users perspective on future services** – Studio E
* **Phones and tablets as second screens – Broadcasting, electronic kiosks, remote consoles**  – Studio D

**3:45 p.m. to 4:15 p.m.  
Refreshment Break in Showcase Area**  
**4:30 p.m. to 5:30 p.m.**

**Plenary session: Shaping future market opportunities**Location: Salon 4

* **Panel with Senior representatives, disabled persons organizations, Industry and policy makers**
* Session Chair: **Axel Leblois**, Executive Director, G3ict

**5:30 p.m.**   
**Adjournment, Showcase closes**

*Draft agenda as of December 10, 2012*