

START YOUR DAY WITH MOBILE ACCESSIBILITY

Making mobile communications more accessible

5 October 2011 ■ 8.30am to 9.30am ■ Members' Salon

The event is dedicated to present the Global Accessibility Reporting Initiative (GARI) to interested Members of the European Parliament. GARI also includes a searchable database publicly available under www.mobileaccessibility.info. The project was designed to help consumers learn more about the various accessibility features of mobile phones and devices and to help them identify phones with

the features that may assist them with their particular needs. As part of the continual evolution of the GARI database the MMF is inviting comments and suggestions about what features manufacturers should report on to help those consumers best identify phones that can meet their needs. Thus, there will be sufficient time for participants to provide their views.

Opening

Dr Ádám Kósa, *MEP and President Disability Intergroup*

Speakers

Mário Campolargo, *Director, DG INFSO European Commission*

Javier Güemes, *Acting Director, European Disability Forum*

Michael Milligan, *Secretary General, Mobile Manufacturers Forum*

David Happy, *Vice President, Samsung Corporation*

ABOUT THE MMF

The MMF was formed in 1998 to facilitate joint funding of key research projects and cooperation on standards, regulatory issues and communications concerning wireless technology and health. The MMF's members include Apple, Cisco, Ericsson, Intel, LG, Motorola Mobility, Motorola Solutions, Nokia, Nokia Siemens Networks, Samsung, Sony Ericsson and TCT Mobile (Alcatel Mobile Phones).

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**Mobile Manufacturers
Forum**

BREAKFAST HOSTED BY ÁDÁM KÓSA MEP

“START YOUR DAY WITH MOBILE ACCESSIBILITY”

08.30–09.30, OCTOBER 5th, 2011

IN COOPERATION WITH MOBILE
MANUFACTURERS FORUM (MMF)

IN THE EUROPEAN
PARLIAMENT IN BRUSSELS,
MEMBERS' SALON



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The Disability Intergroup is the oldest in the EP, it has been going for at least 30 years. It is also the largest, with more than 100 MEP members. The aim is primarily information exchange and coordination between MEPs, but we have also met with the Council and the Commission eight times over the past two years to discuss issues including women with disabilities, employment, European Social Fund, etc. We have achieved full representation from the EU institutions. Council and Commission always attend our meetings, indicating that we have also gained a stronger voice on the EU stage.

MEP Dr Ádám Kósa
President, Disability Intergroup



Accessibility issues affect every one of us at some point in our lives and for many people it is something they need to deal with everyday. Thus, making mobile phones more accessible and highlighting the accessibility features of each new phone in the GARI database will support us all in making the right choice to enjoy mobile communication.

Michael Milligan
MMF Secretary General

What is the GARI project?

The Global Accessibility Reporting Initiative (GARI) is a new project aimed at providing information about the accessibility features of various mobile phones for consumers with disabilities or special needs. The GARI project is also empowering consumers to search for phones that have the features that they are looking for to meet their requirements.

The project itself comprises a multilanguage website available at www.mobileaccessibility.info that has been developed to provide a central information source to learn about accessibility in mobile devices, as well as a detailed database of mobile phones that allows consumers to search, compare and view models that may be of assistance to them.

Why is the industry launching the GARI project?

The Mobile Manufacturers Forum (MMF) and its member companies Alcatel Mobile Phones (TCT Mobile), Apple, LG, Motorola Mobility, Nokia, Samsung and Sony Ericsson share the objective of consumer and advocacy groups as well as the government to eliminate the barriers that prevent access to the social, economic and safety benefits of mobile telecommunications.

Other mobile phone manufacturers are welcome to join the project by discussing it with the MMF.

How will the GARI project help consumers?

The project comprises three elements:

- A universal 'accessibility features template' that is being used by manufacturers worldwide to provide information on some 100 features of phones that may assist different users;
- A dedicated accessibility website – www.mobileaccessibility.info – that provides general information for users that complements and explains various features of phones; and
- A unique Internet tool to search and compare mobile phone models in order to quickly find out which models may provide the best match for a consumers particular needs.

These three elements will allow consumers with accessibility needs or those helping them to find the mobile phone best suiting their requirements.

Which models of phone can I find on the GARI website?

The project is being progressively introduced for mobile phones from MMF member companies. Available models can be viewed at www.mobileaccessibility.info

Can stakeholders link to the site or promote awareness of it?

Yes, the mobile industry would like to work with all stakeholders to promote awareness of the program and to work together to eliminate the barriers that prevent access and the benefits of mobile telecommunications. This attitude to involve concerned stakeholders is also supported by the Disability Intergroup as the oldest as well as largest group in the European Parliament. The Disability Intergroup via the European Disability Forum supports the GARI project by ensuring that the accessibility features template, dedicated website and Internet comparing tool suit the needs of persons with disabilities in order to provide them with accurate and useful information. There are many ways to promote awareness of the GARI website from including links on stakeholder websites, to inclusion of materials in newsletters and other communication materials.

We welcome further feedback and ideas to improve the project as it is implemented globally. Moreover, the GARI templates will be formally reviewed every year to ensure that they reflect the latest requirements, requests and technology. We are looking at ways to formally include relevant groups into the review process on a global basis.

