

Social Products

EDEAN

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Vodafone

Vodafone Spain belongs to Vodafone Group which is the world's leading mobile telecommunications company, providing a wide range of services including voice and data communications.

More than 16 million customers are favoured from the experience and capacity of the multinational helping clients, companies and communications to be better connected to the mobile world.

Customers expect simplicity and ease of use.

Technology has to be state-of-the-art, but complexity must be hidden.

Products should grow with me. I want to keep up with the pace even though my senses are not what they used to be.

I want to use any device I want. I do not want to show my limitations.



VODAFONE LEADS TO CLIENTS

➤ Vodafone is committed to improving the range and accessibility of its services to all disabled and elderly customers. It's part of our commitment to be a responsible business. We want to use our resources so that we make a positive contribution to the world around us.

➤ Vodafone is a founding supporter of the Mobile Industry Good Practice Guide for Service Delivery for Disabled and Elderly Customers. We have to advise and assist the mobile industry on how to make their products and services more accessible to our customers.

➤ We identify four groups where additional support is required to provide an effective choice of mobile services.

➤ People who are partially sighted or blind

➤ People who have poor grip or limited manual dexterity

➤ People who have learning disabilities

➤ People who are hard of hearing or deaf

The mobile communications provide more independence and quality of life

Societal Argument

– Impact of Disability -

Disability is:

Diverse

Multi-dimensional

Often Hidden

Widespread

Resulting from:

Birth (only 3% of disabled population)

Illness

Accident & the Environment

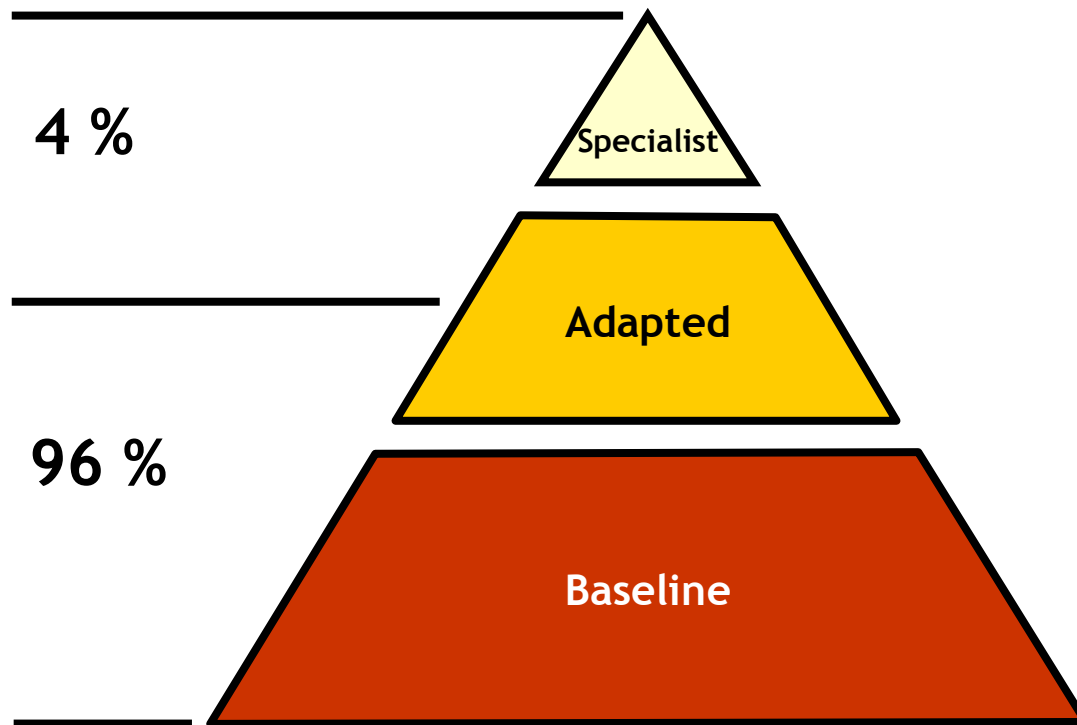
Ageing



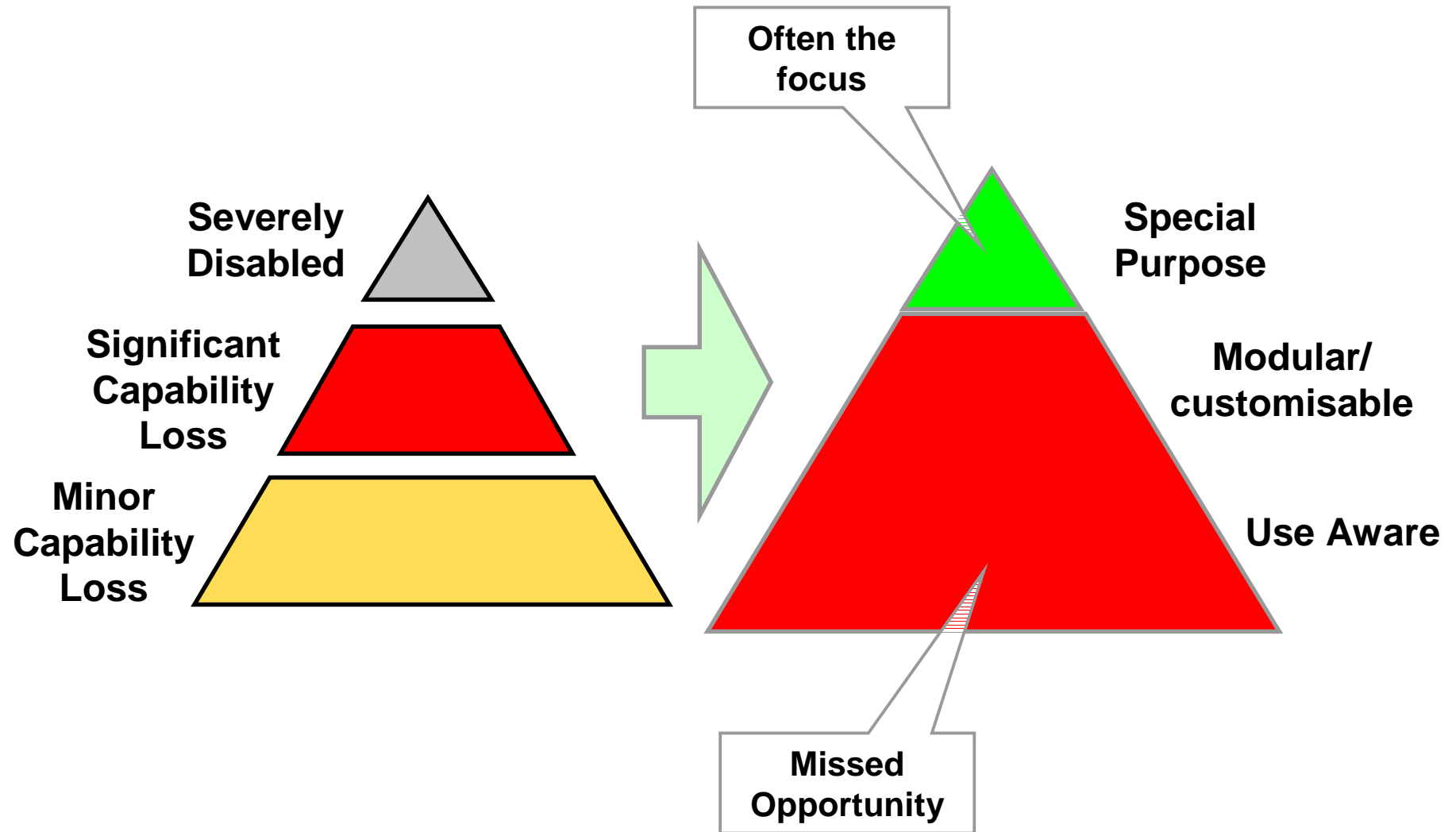
Finding solutions

Different people have different types/levels of capability loss & experience. The severe end of the scale are typically addressed by specialist products or some form of adaptation

The rest of the population can be catered for by good design &/or adaptation



Design Approaches to Inclusive Design



Social Products Launched in Spain Population: 40m

Special needs (population)



Blind or Visually impaired
800.000 +

Current Products

Mobile Speak and Mobile Magnifier



Deaf or Hard of Hearing
900.000 +

Blackberry VF Accessible and T-Loop



65+ or Limited hand ability
7 Millions +

Emporia



Alzheimer patients and dependent people
800.000 +

Mobile Tel y Simap



Vodafone Speak



Making mobile phones
accessible to the blind and
visually impaired!

Vodafone Speak

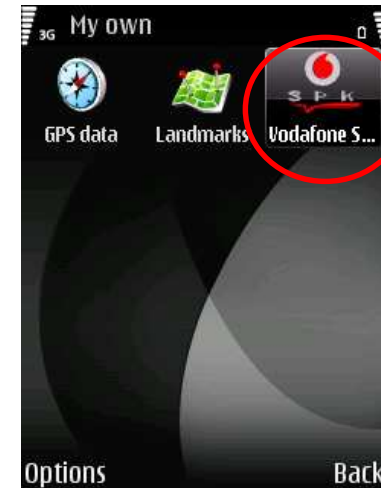
- **Vodafone Speak** is a **screen reader** for **Symbian Phones** designed for users who wish to access all the functionality of their phone thanks to an application easy to download, install and use.
- Through a simple environment and thanks to its reduced size, **Vodafone Speak** not only provides an excellent experience to users but also **minimize installation, update and support costs**.
- **Vodafone Speak** aims to have a **massive distribution** being promoted to different market segments included elderly, youth, professionals and drivers.
- **Vodafone Speak** will be available in **Betabine** and will work on the **Redbox** platform.



Main Highlights



- Downloadable through **SMS**
- Provide **access to all the functions** the phone.
- **Reduced size** (around 400K).
- Uses the **Nokia High Quality built-in text-to-speech**.
- **Command structure** simple and easy to remember.
- **Control panel** to easily configure .
- Users can **change phones** as many times as they want and download VF Speak in their new phone without any extra cost.
- **30 days free** to test the software



Supported devices



Vodafone Speak can also work with other Symbian S60 9 phones depending on country needs:
Nokia **E50**, **E51**, **E65**, **E90 Communicator**, **5500 Sport**, **5700 XpressMusic**, **6610 Navigator**, **6120 Classic**, **N81**, **6290**, **6220** and **6210**.



How to get the application

(Vodafone Spain)



1

Send an SMS to



2

Users will receive a WAP link and Vodafone Speak will download and install itself automatically



3

Then Vodafone Speak will run for free for 30 days!



4

Each month users will renew their subscription by sending a Premium SMS



Demonstration

Keyboard shortcuts



Shortcuts are activated by long pressing the joystick to the *left/ right/ top/ bottom/ center*



LEFT

Read date, time, coverage level and battery level

TOP

Increase volume

RIGHT

Read the current screen

CENTE

Activate/ Deactivate

BOTTO Decrease volume
M



Demonstration

Control Panel



Activate/ Deactivate



Volume



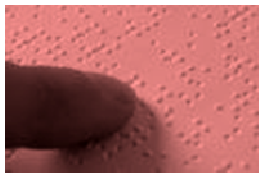
Voice Speed
(low, normal, high)

Complementary services

Support

User guide

- Braille
- Large print
- Audio



Technical support

- It's always highly recommended to collaborate with a **national association for the blind** or independent local expert in Assistive Technology.
- In **Spain**, Vodafone works with **ONCE**
- Code Factory has a **solid network** of collaborators expert in mobile accessibility in **more than 50 countries** who could endorse Vodafone Speak and bring technical support to users



Benefits for All

Why Vodafone must offer Vodafone Speak, an accessible solution for the blind and visually impaired?

1. **Equal opportunities** for everybody.
2. Compliance with the citizen rights.
3. For blind and visually impaired users, mobile technology means more than communication, it means **independence**.
4. Accessibility is **for everyone**, not only for disabled people.
5. To show your **commitment to society**.
6. You have the **communication capacity** to inform millions of people about accessibility solutions.
7. To help **move accessibility forward!**

Information is key

Correct product information can greatly increase access to mobile:

Specialist Web Information

Accessibility Icons

The screenshot shows a web browser window displaying the Vodafone website. The top navigation bar is red with the Vodafone logo and links for Home, Contact us, Site map, Special needs, and Careers. Below this is a red banner with navigation links: Get more from your mobile, Mobile fun & info, Vodafone live!, Online store, My Vodafone, Business services, and About Vodafone. The main content area is titled 'Special needs homepage' and features a sidebar with categories like 'Our commitment', 'Customer services', 'Choosing the right product', 'Services', 'Order literature', 'Visual problems', 'Hearing problems', and 'Dexterity problems'. The main text discusses the company's commitment to accessibility, mentioning the RNIB and RNID, and provides links for customers with various disabilities. A red circle highlights the 'Special needs homepage' title and the first three links in the sidebar.

A grid of 12 icons representing various mobile services and accessibility features. The icons are arranged in a 4x3 grid. A red circle highlights the bottom two rows of icons. The icons are: RINGTONES (musical notes), BLUETOOTH (mobile phone with signal waves), GPRS (circular signal waves), CAR KIT (car with signal waves), QUAD BAND (circular signal waves), MP3 PLAYER (MP3 player), SPEAKING PHONE (mobile phone with speech bubble), GAMES (video game controller), HARD OF HEARING (ear with signal waves), VISUALLY IMPAIRED (eye), and LIMITED DEXTERITY (hand).

Conclusion

- Disability is something that affects a large minority of the population
- Accessibility is something that benefits the large majority of the population
- It is a growing problem with the ageing population
- Inclusive design is an approach that makes mainstream products and services more accessible and brings a much wider benefit than specialist products (although these are important)
- Mobile services present a great challenge as well as offering many opportunities
- Becoming more inclusive is a process and is best started by understanding the current status of products and services



KEY MESSAGES



- Meeting 'Social Needs' has a business case
- A significant amount of the population is currently 'excluded' from basic mobile services – especially the elderly and those with special communications needs
- Operators need to get better at understanding 'usability' of our products
- Collaboration between business, NGOs, academics, Foundations, and regulators is the only way to manage it efficiently

