



Mobile Manufacturers Forum

Media Release

Manufacturers expand information on accessibility features of mobile phones

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To mark the International Day of Persons with Disabilities, mobile phone manufacturers have agreed to enhance their reporting of features on mobile phone models that can assist customers with special needs or disabilities.

Following a recent review with stakeholders around the world, manufacturers have agreed a number of changes to their voluntary reporting scheme and will add details of 15 more features that are becoming more prevalent on mobile phones and which can help make a difference to those with limited vision, hearing, dexterity or cognition.

These changes mean that manufacturers will now report on more than 110 mobile phone features as part of the Global Accessibility Reporting Initiative (GARI) available online at www.mobileaccessibility.info. Launched in 2009, GARI is administered by the Mobile Manufacturers Forum (MMF).

“These changes are a direct result of our discussions with users and groups around the world and will make it even easier for consumers to find a phone that will meet their individual needs,” said Michael Milligan, Secretary General of the MMF.

Some of the new features to be reported on include whether a particular phone has:

- Adjustable maximum volume control for those with limited or poor hearing.
- A front facing camera which can be used by deaf people to sign or for those with limited dexterity to use two-way video conferencing rather than having to hold and use the phone in a conventional way.
- High contrast display mode which can help people read the screen where there is a lot of ambient light or where they have impaired vision.
- Voice notes; which can help those who have short term memory loss to remember things that may otherwise be forgotten.

“Of course these features can be of interest to all mobile phone users, but for those with a disability they can make a big difference in the way you can use your phone and to communicate with others - so their value is even higher,” added Mr Milligan.

“The GARI project helps to improve awareness and knowledge of the accessibility options that are available on mobile phones. We welcome feedback and ideas from consumers and disability groups to further improve the project” Mr Milligan concluded.

The GARI website is available at: www.mobileaccessibility.info

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Media Contact information:

Michael Milligan, Secretary General, Mobile Manufacturers Forum:

+852 6204 6219

Email address

Note for Editors:

The Mobile Manufacturers Forum is an international association of telecommunications equipment manufacturers with an interest in mobile or wireless communications. More information on the MMF can be found at www.mmfai.org