



**Mobile Manufacturers
Forum**

AN OPEN INVITATION
TO PARTICIPATE IN THE

**Global
Accessibility
Reporting
Initiative project**

AND THE

**Accessibility
Working Group
of the Mobile
Manufacturers
Forum**

2012



Global Accessibility Reporting Initiative

In a highly competitive market, mobile phones with a dazzling array of features are released all the time. This often makes it difficult to choose a new phone, especially for people with a particular or unique need for accessibility related to vision, hearing, speech, dexterity, or cognition.

About the MMF

The Mobile Manufacturers Forum (MMF) is an international association of telecommunications equipment manufacturers with an interest in mobile or wireless communications.

Established in 1998, the association mission is to facilitate joint funding of key research projects and cooperation on standards, regulatory issues and communications concerning the safety of wireless technology, accessibility and environmental issues.

More information is available at www.mmfa.org or follow us on Twitter <http://twitter.com/mmupdates>

Developments on the GARI project can also be followed at <http://twitter.com/gariupdates>

“The initiative of the MMF resulting in the creation of the GARI website is a significant and important milestone.”

(Australia Consumer Advocates – TJA Article)



Helping to learn about features of cell phones that are beneficial in special circumstances – and to identify phones that support those features – is the idea behind the Global Accessibility Reporting Initiative (GARI), a project run by the Mobile Manufacturers Forum that can be accessed at www.mobileaccessibility.info

Accessibility affects all of us

Accessibility is not just about disability, and the GARI website is aimed at everyone. Sooner or later, we will all experience accessibility issues. Consumers might want to buy a new phone for an ageing parent, or their own eyesight, hearing, or dexterity might not be what it once was. GARI is designed to help consumers find a phone with features that make life just that little bit easier.

The GARI site features an evolving searchable database that currently has information on more than 110 accessible features and provides the information in many languages.

GARI offers positive outcomes for all concerned:

Consumers: A comprehensive searchable database of phones and features in multiple languages.

Government: A feature set that is far more extensive than any countries' existing requirements.

Manufacturers: Report it once – have it accepted everywhere.

Participation benefits for MMF Accessibility Working Group (AWG) members

The MMF offers non-MMF companies the opportunity to participate in accessibility-related activities that the association undertakes, including:

Participation in MMF AWG Meetings on a non-voting basis.

The AWG is one of the working groups of the Mobile Manufacturers Forum. It deals with all aspects of the subject matter: Regulatory, communications, standards and research activities. The Working Group makes recommendations to the General Assembly.

Involvement in the AWG allows companies to track accessibility-related regulatory and standards developments as they arise around the world. Furthermore, participation allows companies to be involved in discussions that will effectively set industry policy on such issues.

“The most significant information initiative currently available. We would strongly encourage other manufacturers to participate.”

(UK Consumer Panel Report)

Participation in AWG regulatory activities globally

Participation in the AWG also allows companies to participate in meetings with governments or other stakeholders on regulatory or standards issues. Through the MMF's three regional offices (EMEA, AsiaPac and the Americas) we have established close relationships with governments, operators and other key stakeholders to enable effective advocacy.

Full access and participation in AWG research projects

One of the defining characteristics of the MMF is its dual function as both a traditional trade association and as an association with scientific purpose. The MMF supports a variety of research activities often in conjunction with other stakeholders including governments. Members also receive full access to and involvement in GARI database, and are involved in discussions on future development of the database and the annual review of features.

Cost and enrollment

Please contact MMF Secretary General Michael Milligan for industry participation costs and registration by calling: **+852 6204 6219** or emailing michael.milligan@mmfai.info



**Mobile Manufacturers
Forum**

www.mobileaccessibility.info

GARI priorities for 2012-2014

The GARI project is comprised of two key elements:

1. A dedicated website providing information for users that explains various accessibility features of phones.
2. A universal “accessibility features database,” which contains a variety of information on the accessibility features of each model of phone in the database.

With that in mind, here are our key areas of priority for the next three years:

- Successfully implementing GARI on a global scale through extensive stakeholder engagement.
- To see GARI accepted as the principal accessibility reporting mechanism for industry and accepted for national compliance.
- Providing inputs on accessibility related policy developments to promote a global rather than national viewpoint.

In just four years GARI has expanded significantly with information now available on over 500 models of phones in 11 languages. The GARI database has been incorporated into the websites of:

- Federal Communications Commission in the US
 - CTIA's AccessWireless.org
 - CWTA's wirelessaccessibility.ca/
 - Australian Mobile Telecommunications Association website
 - FMK in Austria
 - Consumer Forum of Malaysia
- GARI has also been formally accepted for compliance purposes in Australia.



CONTACT US

The Global Accessibility Reporting Initiative (GARI) is a project run by the Mobile Manufacturers Forum, an international association of telecommunications equipment manufacturers with an interest in mobile or wireless communications.

More information is available at www.mobileaccessibility.info or follow GARI on Twitter, <http://twitter.com/GARlupdates> and our blog, <http://blog.mobileaccessibility.info/>

For all enquiries on the GARI project please contact:

Michael Milligan

Secretary General

Mobile Manufacturers Forum

Mobile: +852 6204 6219

Email: michael.milligan@mmfai.info

www.mobileaccessibility.info

“We hope that many disabled and elderly people will use and benefit from the GARI website in years to come.”

(Ofcom, Press Release)