



## **Mobile Manufacturers Forum**

### **Media Release**

# **Phone manufacturers welcome Telstra's integration of accessibility information into website**

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The international association representing mobile phone manufacturers today welcomed Telstra's new integrated web portal that allows its customers to search for devices with specific accessibility features related to speech, hearing, vision, cognitive impairment and reduced mobility.

"Telstra is the first carrier in the world to fully integrate data from the mobile industry's Global Accessibility Reporting Initiative (GARI) - [www.GARI.info](http://www.GARI.info). As a result, access to mobile communications has just become a lot easier for Telstra's customers who live with a disability," Mobile Manufacturers Forum (MMF) Secretary General Michael Milligan said.

The new Telstra web portal - <http://telstra.com.au/mobile-phones/find-accessible-devices> - will help older people and those with a disability search for mobile devices that best suit their specific accessibility requirements.

GARI is a project developed by the MMF and now provides accessibility information for 218 different mobile devices available to the Australian market, as well as over 1,100 models worldwide. The database is furthermore available in 14 written languages and American Sign Language.

Telstra's new website is an important step in the industry's commitment to breaking down the barriers that make it difficult for some members of the community to enjoy the full benefits of mobile communication.

"For example, a customer with vision impairment can now use the Telstra web portal to search for a new smartphone that has a built-in screen reader that will read out screen content. Likewise a hearing impaired person might want to see which devices are hearing aid compatible or that support closed captioning."

Mr Milligan said with the rise of smartphones and tablets, accessibility is now tackled in a threefold way, through integrated features in the hardware, the software or via applications.

"Recent developments in smartphones and apps have opened up exciting new opportunities for people with disabilities – and the GARI website already has information on almost 100 accessibility apps, that can significantly expand the usefulness of a smartphone in everyday life" Mr Milligan said.

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**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](http://www.mmfai.org)