

MMF re-launches websites on EMF & Health, mobile accessibility and anticounterfeiting

Mobile phones are an important part of modern life and are as such the source of many questions. Over more than 10 years, the Mobile Manufacturers Forum (MMF) has put an effort in accumulating information and scientific explanations to the most pertinent questions. To give a better overview of the areas the MMF is active in, the organisation is launching new websites (<u>http://mmfai.info</u>) that provide information on

- EMF & Health
- SAR-Tick
- Mobile Accessibility
- Counterfeit and Substandard Devices

EMF & Health

The EMF & Health website explores the question "Are wireless devices safe?" and provides answers based on expert reports published by health authorities around the world. The research updates summarise recent scientific publications relevant to mobile telephony, and viewpoints shed a light on questions discussed in the media. (http://emfhealth.info)

SAR-Tick

The SAR value or Specific Absorption Rate of mobile phones is often mentioned when discussing the safety of wireless devices. The SAR-Tick label is part of an effort by the Mobile Manufacturers Forum to help consumers learn more about the meaning of the SAR value, national and international exposure standards for their mobile devices and provides a detailed Q&A section answering frequently discussed questions about SAR. (http://www.sartick.com)

Accessibility

Given the importance of mobile technology in our everyday life, it is of utmost important to make it accessible for everyone. In 2010, the MMF started the Global Accessibility Reporting Initiative (GARI) which developed into a comprehensive online database for accessible mobile phones, tablets and accessibility related apps. Today, the database is used by regulators, network operators and organisations of persons with disabilities around the world and provides information on mobile accessibility in 14 written languages and 1 sign language (ASL). (http://www.gari.info)

Counterfeit and Substandard Devices

Fake devices pose a real risk to the health and safety of consumers as they often contain hazardous materials, come frequently with pre-installed malware and generally do not comply with any of the international safety standards. To raise awareness about this growing issue and instruct consumers how to spot fake mobile phones and accessories, the MMF has created the Spot-a-fake-phone platform. This website offers information on the dangers of fakes and provides advice to policy makers on how to tackle this issue in their countries. (http://spotafakephone.com)

ENDS

Contact: Michael Milligan, Secretary General, MMF +852 6204 6219 michael.milligan@mmfai.org, www.mmfai.org