

Moving Towards a Fully Inclusive Digital Europe
European Digital Technology Industry and eAccessibility



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EICTA, founded in 1999 is the voice of the European digital technology industry, which includes large and small companies in the Information and Communications Technology and Consumer Electronics Industry sectors. It is composed of 57 major multinational companies and 39 national associations from 27 European countries. In all, EICTA represents more than 10,000 companies all over Europe with more than 2 million employees and over EUR 1,000 billion in revenues.

The membership of EICTA.

Company Members:

Adobe, Agilent, Alcatel-Lucent, Apple, Bang & Olufsen, Blaupunkt, Brother, Canon, Cisco, Corning, Dell, EADS, Elcoteq, Epson, Ericsson, Fujitsu, Hitachi, HP, IBM, Infineon, Intel, JVC, Kenwood, Kodak, Konica Minolta, Lexmark, LG Electronics, Loewe, Micronas, Microsoft, Motorola, NEC, Nokia, Nokia Siemens Networks, Nortel, NXP, Océ, Oki, Panasonic, Philips, Pioneer, Qualcomm, Research In Motion, Samsung, Sanyo, SAP, Sharp, Siemens, Sony, Sony Ericsson, Sun Microsystems, Symantec, Texas Instruments, Thales, Thomson, Toshiba, Xerox

National Trade Associations:

Austria: FEEI;
Belgium: AGORIA;
Bulgaria: BAIT;
Czech Republic: ASE, SPIS;
Denmark: ITEK, IT-Branchen;
Estonia: ITL; Finland: TIF;
France: ALLIANCE TICS, SIMAVELEC;
Germany: BITKOM, ZVEI;
Greece: SEPE;
Hungary: IVSZ;
Ireland: ICT Ireland;
Italy: ANIE, AITech-ASSINFORM;
Latvia: LIKTA;
Lithuania: INFOBALT;
Malta: ITTS;
Netherlands: ICT-Office, FIAR;
Norway: ABELIA, IKT Norge;
Poland: KIGEIT, PIIT;
Slovakia: ITAS;
Slovenia: GZS;
Spain: AETIC, ASIMELEC;
Sweden: IT Företagen;
Switzerland: SWICO, SWISSMEM;
Turkey: ECID, TESID, TÜBISAD;
Ukraine: IT Ukraine;
United Kingdom: INTELLECT.



FOREWORD

*Dir. Frans de Bruijne
Director for "ICT addressing Societal Challenges"
in the Directorate-General for Information Society and Media
of the European Commission*



Information and Communication Technologies (ICT) have left the labs a long time ago and penetrated our daily lives. Online banking transactions, Web based purchase of goods and services and online tax return forms have become commonplace. In the future, some services may only be available over the Internet. Access to the Internet and to ICT based services in general will become essential to fully participate in our information society.

Yet, almost half of Europe's citizens have rarely or never used a computer or accessed the Internet. Among those, many of Europe's 15% people with disabilities. Most ICT based services remain difficult to access for people with hearing or visual impairments. Research has developed a technology response to many of the challenges faced by disabled ICT users. However, the spectacular progress of such assistive technologies has not yet lived up to its full promise. High prices and limited interoperability with mainstream technologies constitute a barrier to widespread use.

Increasingly, users and industry alike are convinced that features needed to provide access to people with disabilities are indeed useful for all. Inclusive design, integrating eAccessibility features into mainstream technology and improving interoperability with assistive technologies, is recognised as "good" business practice, in both meanings of the word.

It is encouraging to see that industry has turned this theme into practice. Industry leaders are incorporating accessibility features into their core products. This raises the expectation that, in the future, inclusive design principles are spread across the entire digital industry. This expectation is shared by the European Commission and endorsed by the 34 European Ministers who signed the Riga ministerial declaration on e-Inclusion in June 2006.

To live up to this expectation, a strong partnership of users, industry and authorities is essential. The European Commission is fully supportive of such a partnership for e-inclusion.

I welcome EICTA's initiative to publish this booklet as a first step evidencing the commitment of industry to e-Accessibility and, beyond, to an inclusive society. It raises our expectation that the upcoming e-Inclusion initiative in 2008 will indeed show achievements and will further engage the industry to deliver the prerequisites for an information society for all.



Many facets of our society depend upon technology in general, and Information and Communications Technology (ICT) in particular. The use of this ICT has brought huge economic and social advances for many of Europe's citizens, but we believe that all citizens should be able to participate and enjoy these benefits. This is our vision of Digital Inclusion; not just increasing access and making services more widely available or easier to use, but also assisting people to use ICT to make their lives richer and to be able to fully engage in society at all levels.

One of the essential components of Digital Inclusion is eAccessibility: the accessibility of ICT products and services. eAccessibility is an enabler for the large number of citizens who are elderly or have cognitive or physical disabilities; it enables them to use ICT and to interact with others in society and with their government.

EICTA members take great pride in the contributions that they and their products and services have been able to make to society; they have helped to improve the quality of life for people everywhere and expanded both business and personal opportunities. Because of the successes of the products introduced by the digital technology sector, services are increasingly being provided by this technology and, with an estimated 500 million people with disabilities worldwide, the need for the technology to be accessible is becoming particularly acute. Clearly, it is in the best interest of both industry and society that everyone is able to take advantage of the benefits offered by our products. Accessibility is already an essential component to achieving that goal and it will continue to grow in significance as many of our customers age; we are therefore committed to continuing and expanding the creation of accessible and easy-to-use products and technologies.

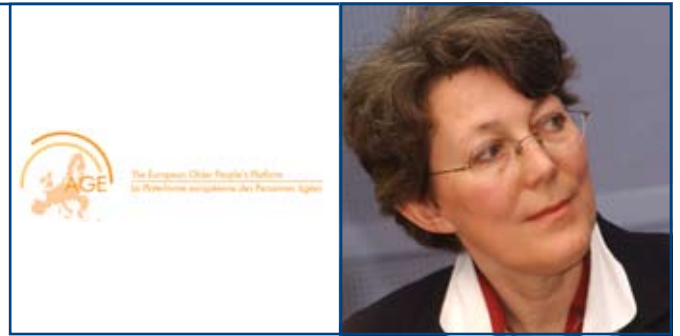
EICTA has previously published white papers⁽¹⁾ containing policy statements on eInclusion and eAccessibility, but in this booklet we aim to demonstrate some of the many features that have actually been introduced to the products and services that are developed and marketed by our members. These changes have been made voluntarily in order to reach more potential customers and to provide the accessible technology that society needs. But although many changes have been made, we are not complacent. We realize that technology is constantly changing and we recognise the need to work with other stakeholders in order to understand the problems and needs of our customers.

We believe that this booklet is an important contribution to the Inclusion agenda. Its messages will be relevant to the ongoing debate and we hope will help continue the build-up of momentum towards the 2008 initiative.

Strong cooperation between the European Commission, Member States, users and the technology industry that EICTA represents is essential if we are to realize the goal of building a fully inclusive Digital Europe. We look forward to continuing to play our part in this process.

Mark MacGann
Director General

⁽¹⁾ EICTA White paper on eAccessibility, October 19, 2005. Available at http://www.eicta.org/index.php?id=34&id_article=88 and the EICTA i2010 eInclusion white paper, December 2006. Available at http://www.eicta.org/fileadmin/user_upload/document/document1166540368.pdf



*AGÉ is a European network of more than 145 organisations of people aged 50+ from around the EU-27, directly representing 25 million senior citizens. AGÉ aims to **voice and promote the interests of senior citizens** -150 million inhabitants aged 50+ in the European Union- and to **raise awareness** of the issues that concern them most. AGÉ's main objective is to serve as a bridge between our member organisations and the EU Institutions to ensure that older people's issues are on the EU agenda. All citizens living in the European Union should be in a position to benefit from new technologies regardless of their age. The development of new systems, products and new services for older people must ensure that technology*

is cohesive and not divisive. This means that everyone in the EU should be able to benefit from an increased application of new technologies, and not just the educated and wealthy who are, in many cases, already digitally literate. AGÉ welcomes this initiative from EICTA on eAccessibility and hopes that the industry continues to listen to older people's needs, desires taking on board the "Design for all" approach as a way to ensure a better quality of life for all European citizens. We look forward to continuing our discussions on how best to promote the interests of older people in Europe.

Anne-Sophie Parent, AGÉ Director

European Disability Forum (EDF) is an umbrella organisation promoting the interests of 50 million disabled Europeans and their families. Through national platforms of organizations of disabled people in all EU countries, Norway and Iceland, as well as European federations representing specific groups, EDF represents a diverse group made up of persons with disabilities ranging from physical, sensory, intellectual disabilities, persons with mental health problems, people with complex and multiple disabilities, and parents of disabled people unable to represent themselves.

ICT products and services should benefit all, including 15 % of all consumers who have disabilities living, working, studying, and participating in social and cultural activities in Europe. Accessible ICT products and services have long been confined to a narrowly specialized domain, excluded from the mainstream market, and thus limiting equal opportunities.

The EICTA eAccessibility booklet demonstrates how the Design For All approach can make ICT more accessible and useable to all consumers, disabled or not, and stimulate the



market through innovation. By presenting accessible ICT solutions currently available on the market, this initiative contributes to raising awareness of both consumers and industry.

EDF is strongly convinced that this initiative is only the first step towards full integration of accessible solutions into all relevant products and services offered to consumers in Europe. Accessible, affordable and consumer-orientated ICT must be based on independent and enforceable standards developed in cooperation with consumers at European level. Only such approach can form the basis for a consolidated and competitive European single market and inclusive society for all.

*Yannis Vardakastanis
President
European Disability Forum*



Statements on eInclusion from Global Industry leaders:

Bruce Chizen, CEO of Adobe Systems.

“We’ll make sure that content created by any Adobe application is accessible. We’re working on the other applications, and we’re committed to moving as rapidly ahead as we can.”

Ramon Ollé, CEO and Chairman of Epson Europe.

“As a leader in the imaging market, we are questioning ourselves continuously how to use our products in society and how our products will contribute to and affect the future development of culture and the development of our society. One typical question is how to facilitate or to help the mobility of people, and at the same time how to help to save energy or facilitate use by elderly people? A consistent and responsible company should look at all the range of possibilities to ensure that technology, which is not neutral, will substantially help to improve social support and at the same time, improve the quality of life and enhance the culture of people in a wide sense.”

Michael Takemura, Director, HP Accessibility Program Office.

“Everyone should have the opportunity to use and benefit from information and communications technology. That’s why we integrate accessibility into HP products and websites to improve the user experience for persons with disabilities or age-related limitations.”

Sam Palmisano, IBM Chief Executive Officer.

“Accessibility – which started out as a philanthropic effort – has now evolved to a business transformation effort for IBM and our clients.”

Frances West, Worldwide Director of the IBM Human Ability and Accessibility Center.

“For IBM, accessibility is fundamental to helping us attract and retain the best talent and to developing solutions that help our clients reach the widest possible audience. We are integrating accessibility practices in all areas of our business which we also offer as solutions that can benefit corporations; individuals; and, ultimately, we hope, society as a whole.”

Hidetoshi Yoshida, Managing Director, JVC Europe Ltd.

“About 30 years ago, JVC realized the importance of easy-to-use products through development of the VHS. Ever since, we have been striving to improve usability, and we will continue to work to realize human centred design products.”

Tapio Jokinen, CEO of Medixine Ltd.

“For e-health and e-care systems to become main stream and meet the expectations, they need to be accessible to the largest user groups of health care services – the elderly. At the same time the use of the services will need to be as efficient as possible for the professionals that use them in their daily work. A multimodal, horizontal, patient centric communication system is a key factor to achieve this”.

Bill Gates, Chairman and chief software architect of Microsoft.

“Our vision is to create innovative technology that is accessible to everyone and will adapt to each person’s needs. Accessible technology eliminates barriers for people with disabilities and enables individuals to optimize their abilities and unlock their potential.”



Edward J. Zander, Chairman and CEO, Motorola, Inc.

“Information connects us, enlightens us, entertains us and informs us. And when you can access it anywhere at any time, it empowers us. We call this seamless mobility.”

Olli-Pekka Kallasvuo, CEO, Nokia Corporation.

“Though not new to Nokia, accessibility continues both as part of our social responsibility strategy and our mainstream business. Today, where 10% of the population lives with a recognized disability, our products could benefit more than 600 million people.”

Edward Screven, Chief Corporate Architect, Oracle.

“Oracle’s business is information—how to manage it, use it, share it, protect it. Our commitment to create products that simplify, standardize and automate extends to all users, including users who are disabled.”

Joachim Reinhart, COO, Panasonic Europe Ltd.

“We strongly believe that everyone should be able to enjoy the benefits of Panasonic products. To achieve this goal, we will take steps to ensure that Panasonic products have been designed, developed and fabricated to be accessible to and usable by individuals with disabilities.”

Robert Crow, Vice President - Industry, Government and University Relations, RIM.

“Access to wireless personal communications is critically important to people of all abilities. Research In Motion is committed to developing innovative BlackBerry wireless products that empower our customers and improve the quality of their lives.”

Henning Kagermann, CEO, SAP AG.

“SAP – as well as its community of customers, users, and partners – can benefit greatly from enabling all people to reach their highest potential. By taking its comprehensive stance in its commitment to accessibility, SAP hopes to help business professionals with disabilities participate fully in today’s business environment.”

Fujio Nishida, President of Sony Europe.

“For nearly 40 years Sony has been one of the world’s leading television manufacturers. With the recent advances in digital technology, television is now something that can, and should, be enjoyed by everyone, including the visually impaired and hard of hearing. As a market leader, Sony is leading by example by making Audio Description accessible as standard in our entire BRAVIA range. We hope that other manufacturers follow our example, thereby leaving no excuse for broadcasters not to offer this service.”

Crawford Beveridge, Executive Vice President and Chairman, EMEA, Sun Microsystems, Inc.

“Supporting eInclusion has always been part of Sun’s mission: to enable the Participation Age by bridging the digital divide. We believe the best path to an Information Society inclusive of people with disabilities is through open source communities and in standards bodies - working as peers with people with disabilities - to create that Information Society.”



"We'll make sure that content created by any Adobe application is accessible. We're working on the other applications, and we're committed to moving as rapidly ahead as we can."

Bruce Chizen, CEO of Adobe Systems

Adobe Systems supports eInclusion by promoting the creation of great online experiences by encouraging designers and developers to produce rich, engaging content that is accessible to all. The company is committed to the development of accessible products that produce accessible content in a variety of formats.

Providing the greatest possible access to all individuals is the goal of eInclusion. It is Adobe's goal as well. Accessible applications and content provide benefits to all users in addition to those with disabilities.

Accessibility considerations have been a key component of Adobe's approach to product development with accessibility defined as a requirement in Adobe's Product Life Cycle development process – the process the company uses to define the necessary features for bringing a product to market. At Adobe, accessibility is achieved by designing applications with a high degree of usability that produce accessible content. Adobe understands people are not simply consumers of accessible content, they want to participate in its creation using applications that assist them in making content accessible.

The result is seen in such product features as built in high contrast views, large type display, and the text to speech feature of Adobe Reader and Adobe Acrobat. Adobe's authoring tools: Dreamweaver, FrameMaker, InDesign, and LiveCycle Designer provide users the means to create accessible online content by providing mechanisms for adding alternative text to graphics and specifying structures that provide a meaningful reading order. Adobe Acrobat and Adobe Dreamweaver provide validation tools for checking the accessibility of two of the most popular electronic formats in use today: PDF and HTML.

Adobe also works closely with disability advocacy groups, accessibility standards bodies, assistive technology vendors and users representing government, education, and the private sector as it constantly seeks to improve and expand upon the accessibility of its products and formats.

In addition to promoting the goals of eInclusion in its products, Adobe Systems is committed to providing an inclusive, diverse workplace where people from many backgrounds, including individuals with disabilities can pursue rewarding and challenging careers participating in all aspects of life at Adobe. In the words of Bruce Chizen, Adobe Systems CEO, "The diversity of Adobe's workforce has a direct impact on our ability to meet a diverse customer base - giving us a strategic advantage in today's global marketplace. Adobe has a long history of cultural diversity, and I'm extremely proud of our efforts to prepare the next generation of workers through significant investments in education as well as strong partnerships with the communities in which we live and work."

Evidence of this commitment is found in Adobe's recognition as one of Fortune Magazine's 100 Best Companies to Work For, MacLean Magazine's recognition of Adobe as one of Canada's Top 100 Employers, and the 100% rating Adobe has achieved in the Human Rights Campaign Foundation's Corporate Equality Index.



“As a leader in the imaging market, we are questioning ourselves continuously how to use our products in society and how our products will contribute to and affect the future development of culture and the development of our society. One typical question is how to facilitate or to help the mobility of people, and at the same time how to help to save energy or facilitate use by elderly people? A consistent and responsible company should look at all the range of possibilities to ensure that technology, which is not neutral, will substantially help to improve social support and at the same time, improve the quality of life and enhance the culture of people in a wide sense.”

Mr. Ramon Ollé, CEO and Chairman of Epson Europe

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Accessibility – Electronic devices for all kinds of customers

At Epson, we aim to combine images and information and to make it accessible to all those willing to receive information. Culture in this respect is an aspect of life that should be enjoyed by as many people as possible. In this light, Epson held a stakeholders forum together with the European Disability Forum (EDF) to discuss accessibility of culture for all people. As part of our strategy to innovate new technologies has led to the creation of various products that increase accessibility to the various forms of cultural expression.

and those with visual problems to enjoy information and images to the maximum extent possible. The e-paper was presented at the “Epson Exceeds in Culture” – event that was held on 27 February 2007 in Berlin for a public of journalists and stakeholders.

Electronic paper or e-paper



Epson believes that it is crucial to make information on various topics as widely accessible as possible. The most important tool in this respect is the electronic paper, which

is a general term that refers to all types of very thin flexible displays. Using wireless technologies, the e-paper can be used as a display for all types of information, from paintings at a museum to reading the daily news with automatic updates during the day. The electronic paper draws on a number of original Epson technologies and has a range of features suited to portable displays. First of all it has a high resolution to ensure that even small letters on a portable display are fully visible. Secondly, due to the new technology it achieves the same levels of visibility as images printed on ordinary paper. Thirdly, the size of the screen has expanded, which may potential lead to bigger screens in the future. All this makes it easier for people with hearing impairment

Electronic guidance system



As part of efforts to investigate new applications for electronic paper, Epson has presented the Electronic Guiding System for art museums as an example how wireless communications can be merged with electronic paper technology. Information on each picture in an art museum is received and displayed wirelessly by means of an E-guide. The information displayed can also be printed out.

Cooperation with Once.

After discussions with EDF, Epson started a pilot project in Spain together with the Spanish organisation for disabled Once. The focus of the project is to test the electronic paper and the electronic guidance system by specific target groups in order for them to be of optimal use to people with disabilities. After that, the devices will be developed and distributed in museums to those in need.



“Everyone should have the opportunity to use and benefit from information and communications technology. That’s why we integrate accessibility into HP products and websites to improve the user experience for persons with disabilities or age-related limitations.”

*Michael Takemura
Director, HP Accessibility Program Office*

HP is committed to providing products and services that are accessible for people with disabilities and age-related limitations. This commitment supports our company’s diversity objectives and helps us ensure that the benefits of technology are available to all.

HP Products

Within HP, the level of awareness surrounding accessibility is raised by providing employees with training needed to design, produce, market and deliver accessible products and services. HP offers products which support Microsoft® Windows® accessibility features and are compatible with assistive technology devices and applications. From desktops to printers, HP provides a range of products designed to help meet the needs of those with blindness or low vision, limited manual dexterity, deafness or difficulty hearing, limited speech, limited mobility and other limitations. Examples include printers with touch-sensitive displays for users with low vision and notebooks designed for single-handed operation for people with limited manual dexterity.



Assistive Technology Partners

Through its HP Developer Solutions Partner Program (DSPP), HP builds relationships with the world’s leading assistive technology companies, which use HP technologies, platforms and operating systems to create their own innovative solutions. HP also offers technical, sales and marketing support to assistive technology vendors.

Web Accessibility

HP is a recognized leader in Web accessibility. Users of hp.com can easily access information about HP and HP products, and the site has been recognized as a model by organizations including the e-tailing Group, Inc. and the National Federation of the Blind. HP.com conforms to Worldwide Web Consortium (W3C) Web Accessibility Initiative (WAI) guidelines and supports Section 508 web standards.

Employees

Understanding the benefits of a diverse workforce, HP actively recruits people with disabilities. The company benefits from the unique perspective, creativity and problem-solving abilities they bring. People with disabilities are involved in the development of accessibility guidelines and an employee Network and Resource Group (NRG) for people with disabilities is also available to support personal and professional development. HP was honored with the U.S. Secretary of Labor’s New Freedom Initiative Award, recognizing “exemplary and innovative efforts to train, recruit, and hire people with disabilities.” Since 2001, HP has hosted Disability Employment Awareness and Disability Mentoring Day activities in Europe, the U.S., Latin America and Japan.



“For IBM, accessibility is fundamental to helping us attract and retain the best talent and to developing solutions that help our clients reach the widest possible audience with their products and services. We are integrating accessibility practices in all areas of our business which we also offer as solutions that can benefit corporations; individuals; and, ultimately, we hope, society as a whole.”

Frances West, Worldwide Director of the IBM Human Ability and Accessibility Center

“Accessibility – which started out as a philanthropic effort – has now evolved to a business transformation effort for IBM and our clients.”

Sam Palmisano, IBM Chief Executive Officer

Enabling individuals to benefit from IT is part of the IBM e-inclusion vision for those with disabilities, computer novices, aging users and second language learners. IBM codified this accessibility practice into corporate policy, known as Corporate Instruction 162 (CI 162), which is integrated into IBM processes and applied to all IT at IBM: products, documentation, Web sites, internal applications used by employees, IT purchased from third-party suppliers, and services as required by customers.

At IBM, our accessibility policy has an impact on virtually everything we do.

IBM Lotus Notes 8 exploits accessibility in new open standard

By “thinking outside the in-box,” the IBM development team working on IBM Lotus® Notes® 8 truly put IBM accessibility policy into practice. Notes 8 includes new word processing, spreadsheet and presentation applications that exploit the accessibility features of Open Document Format (ODF). IBM worked with two major screen reader vendors, helping to enable their applications to work well with Notes 8 and conducted usability studies with users who have disabilities. These studies resulted in improvements for users who are blind or have mobility impairments and will be used as a benchmark for future accessibility improvements. As a part of this work, IBM developed extensions to the programming interfaces commonly used by assistive technologies, such as screen readers, and then donated them to an open standards organisation.

IBM helps enable Web access for more users

Another example of how IBM keeps its focus on accessibility is its combination of the IBM Anyplace Kiosk and IBM Easy Web Browsing software to help novice users, seniors and

people with limited vision or eye fatigue to better access Web-based content in public spaces.

The IBM Anyplace Kiosk is a standalone touch screen device that enables businesses to deliver a multimedia self-service experience for their customers. The innovative kiosk models have controls and latches that are easily reached, provide for alternate input methods and technologies and allow users to control the volume of system sounds and use headphones for privacy.

IBM Easy Web Browsing enables users to customize font size, color and contrast. The software also reads aloud hyperlinks, buttons or content that is touched by a mouse, finger or stick. Available in 15 languages, it can automatically switch from one language to another on a multi-language Web page. A user can also listen for a sound effect to know if a page has loaded or if another event has taken place. The speed and volume of the speech can also be adjusted.

Italian Senate Web site powered by IBM services and technologies

IBM helped the Italian Senate develop and design its award-winning Web site. The IBM team conducted a Web page assessment and delivered a custom content management solution that resulted in more accessible, usable Web pages. Users who have low vision, macular degeneration or color blindness can use free technologies, available on the Web site, to customize font sizes and colors, turn off pop-up windows or opt to have the page text read aloud. In November 2006 the Italian Senate was awarded an “Osc@r of the Web” for the “Best Public Administration and Public Utility” Web site becoming Europe’s leading government Web site in terms of overall richness and quality of information, functionality, accessibility, and usability.

www.ibm.com/able



“About 30 years ago, JVC realized the importance of easy-to-use products through development of the VHS. Ever since, we have been striving to improve usability, and we will continue to work to realize human centred design products.”

*Hidetoshi Yoshida,
Managing Director, JVC Europe Ltd*

JVC aims to provide easy-to-use products, heartfelt services, and comfortable living environment for every person regardless of age or handicap. We think the charm and pleasure of use are ideal of design. They give people energies and enrichment.

In its product design process, JVC has implemented a quantitative method for evaluating usability based on the ISO 13407 standard for “human centred design processes for interactive systems.” JVC is committed to maximising Quality in Use.

Camcorders - human centred design

Prototyping the user interface before building the actual hardware enables iterative user-evaluation and re-design. This process ensures that JVC’s camcorders realise human centred design.

Remote control ergonomics



JVC’s remotes are operable without looking thanks to a protuberance near the top of the numeric 5-button. Quantitative user evaluation tests found that a protuberance near the top is much more easily recognised by people with visual impairments than one on the right.

Indication on headphones



JVC’s full-size headphones and in-ear headphones both have a small protuberance on the left headphone. This makes it easy for people to find the left side no matter the visibility conditions.

Multi-language GUI make technology accessible

Most JVC products are supporting a selectable menu language, for easy understanding regardless of the native language of the user.



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*Dr. Tapio Jokinen,
CEO of Medixine Ltd*

MEDI XINE

Member of TIF*

Medixine's goal

Medixine's goal is to provide a flexible solution for the provision of e-services in healthcare to all user groups. From the beginning of product development in 2001 multimodality has been one of the key elements in the Medixine offering. What multimodality means in practice is that patients and users should be able to access an e-service with the terminal that is appropriate for the user in his current situation. For instance a patient might want to use his desktop PC and Web browser to access the service while at his office but would prefer to use an interactive voice system over his mobile phone when driving.

One transaction, several modalities

Years ago a patient handled his health matters with the same GP that his family had used for decades. Today, healthcare is provided by a number of players co-operating in a network that is responsible for a specific patient's healthcare. Again, during the last century families lived together or in the same area and communication was effortless. Today families are scattered across a continent and communication has become a challenge. Both of these matters have an effect to communication in healthcare and shows the reason why communication solutions need to be flexible. Lets take an example. An elderly mother is living on the West Coast of the United States while her children live on the East Coast. The mother has several important medications that she sometimes forgets to take. With Medixine's multimodal patient portal the children can follow their mother on-line, get alerts about her condition for instance as text messages. Also, the system reminds the mother automatically whenever she forgets the medication – here the reminders are automatic voice phone calls. While the mother prefers automatically mailed paper printouts of her data every

month, the children prefer to log into a safe portal to view the data on-line.

Simple and easy implementation, affordable scaling

In Surrey in England, the UK MetOffice needed an automatic system to alert COPD patients about incoming adverse weather conditions. Automatic voice phone calls were selected as the channel towards the patients, both for alerting and data collection. Professionals – nurses and weather forecasters – use the system with a web browser. The end result was an 89% satisfaction rate from the patients and a 58% reduction in hospital admissions for this patient group. The patients were actively using an electronic healthcare system but their user interface was familiar and affordable- a land line phone. In London a major UK corporation wanted to offer a new tool to their employees suffering from asthma. Medixine's mobile patient terminal was selected. The system comprises a Nokia mobile phone, a Bluetooth-enabled spirometer and Medixine's mobile and server software. The employees were reminded to follow their treatment protocol and report their symptoms and medications with their phone. The server provided graphical reports to the users' phones, measurement values were automatically read from the spirometers and sent by the mobile phone software to the server through the Internet. Use of this system brought the absenteeism from work down by 50%.



* Medixine Oy is a member of The Federation of Finnish Technology Industries (TIF) which represents 60% of total Finnish exports and 75% of total Finnish R&D investments. The sector directly employs 250.000 and approximately 600.000 indirectly; one quarter of the total Finnish work force.



Microsoft

“Our vision is to create innovative technology that is accessible to everyone and will adapt to each person’s needs. Accessible technology eliminates barriers for people with disabilities and enables individuals to optimize their abilities and unlock their potential.”

*Bill Gates,
Chairman and chief software architect of Microsoft*

At Microsoft, our mission is to enable people and businesses throughout the world to realize their full potential. Delivering on this mission means we strive to build products and information technologies that are accessible to everyone—including individuals who experience the world in different ways because of difficulties or disabilities.

Microsoft innovates in the area of accessible technology design and development

For over two decades, Microsoft has been evolving accessibility solutions making it easier for people to see, hear, and use their personal computers. To develop **Windows Vista**, Microsoft invested in more than three years of research to understand better the needs of people who experience a wide range of physical challenges impacting their computer use. The accessibility settings and programs in Windows Vista are particularly helpful to people with visual difficulties, hearing loss, pain in their hands or arms, or reasoning and cognitive issues.

New accessibility offerings in Windows Vista include the **Ease of Access Center** which provides a centralized location for quick access to adjust accessibility settings and manage assistive technology, state-of-the-art speech recognition that empowers users to interact with their computer by voice, and enhanced magnification capabilities. The magnification program built into Windows Vista, enables you choose magnification levels from 2 to 16 times the original and choose to track the mouse, the keyboard, or text editing. The newly improved Narrator text-to-speech tool, built into Windows Vista, now reads Narrator menus without leaving the active window. Individuals who use Narrator will also find a more pleasant, natural sounding voice.

The 2007 Microsoft Office system is more accessible than ever before, making it easier for everyone to create documents, spreadsheets and presentations with rich content. Finding commands you need is easier with the completely redesigned user interface. SmartArt™ graphics tools make it possible to create complex graphics and diagrams without a mouse. Office 2007 is

designed to work with common Accessible Technology applications, providing accessibility for everyone.

The accessibility settings and features in **Internet Explorer 7** make it easier to see and explore the Internet -- Zoom in on a web page, choose colours, change fonts and use advanced accessibility settings. Changes have been made at the architectural level to enhance compatibility with assistive technology.

Microsoft and partners enable people with disabilities to benefit from the information society.

Microsoft Technology interoperates with more than 300 Assistive Technology Products, such as screen readers and magnifiers, to create a rich environment of innovative and customizable solutions to meet the unique needs of people with disabilities. Microsoft works closely with over 150 accessible technology manufacturers through our **Assistive Technology Vendor Program**. For example, Dolphin Computer Access in the UK develops software solutions for people with visual and print impairments and QualiLife in Switzerland develops software technologies to fulfil the real needs of all people - of any age, and with any type of disability.

In addition, through our Unlimited Potential program, Microsoft collaborates with European Non-Governmental Organizations to respond to the needs of people with disabilities and to ensure that society, as a whole, benefits from accessible technology. In the last three years, Microsoft has supported over 14,000 people with disabilities through 18 projects in partnership with NGOs in 16 different European countries. For example, Microsoft partnered with Foundation Horizonti in Bulgaria to establish a modern IT training centre for the visually impaired and to build a Bulgarian screen reader on Microsoft technologies. In the Czech Republic, Microsoft works with Charta77’s “PC Against Barriers” project to provide disabled citizens with ICT skills and improve their chances of success in economic, social, and cultural life.

For more information on Microsoft’s commitment to eAccessibility, please refer to <http://www.microsoft.com/enable/>



*“Information connects us, enlightens us, entertains us and informs us.
And when you can access it anywhere at any time, it empowers us.
We call this seamless mobility.”*

*Edward J. Zander
Chairman and CEO Motorola, Inc.*



MOTOBILITY – Wireless Access for All

Motorola makes a difference in people’s lives by opening up the world of telecommunications. As we develop and launch new products, particularly new mobile phones, we know that people will use them and rely on them in different ways. That’s why our goal is to design quality products that are fun and easy for everyone to use.

Hearing needs

Motorola understands that enhancing the user experience of our products is crucial for people who wear hearing aids. We include magnetic earpiece speakers in our wireless phones that provide better sound quality for everyone. Product features of use to people with hearing needs include vibrating alerts, SMS, and customized ringer tones with varying frequencies. In addition, many deaf or hard-of-hearing consumers depend on the sub-titling features offered in all Motorola set-top boxes to access television programming. Recognizing that different users may have different needs, advanced set-top box features allow users to modify the sub-title display to suit their individual requirements.

Visual needs

Motorola mobile phones also provide features for people with specific visual needs, including an identifiable “5” key, audio cues and programmable ring tones that enable users to identify incoming calls. Some devices have speech-



output capabilities that allow the phone to “speak” visual information, including battery strength, antenna strength, volume and menu cues and phonebook entries. In addition, some models have high-contrast displays, voice-recognition and voice message recording.

Dexterity needs

For people with mobility or manipulation limitations, Motorola offers wireless phone features such as side grips, rubber covers, one-touch dialing, Bluetooth headsets, automatic answering and voice-recognition dialing.

We make technology accessible

Whether it’s bringing you the latest in accessibility features or providing innovative mobility solutions to keep you in the loop with your loved ones, friends, or business - our products give you the freedom to communicate when you want and how you want. Motorola’s vision of Wireless Access for All includes people of all ages and abilities.





“Though not new to Nokia, accessibility continues both as part of our social responsibility strategy and our mainstream business. Today, where 10% of the population lives with a recognized disability, our products could benefit more than 600 million people.”

*Olli-Pekka Kallasvuo,
CEO, Nokia Corporation*

For Nokia, “Connecting People” isn’t just our slogan. It’s our business.

We have a rich history of accessibility initiatives and products. Our key achievements include:

- First-to-market inductive loop technology for a mobile phone, offering hard of hearing users with t-coil equipped hearing aids interference-free communication.
- First-to-market packaging of factory-installed text-to-speech application to provide audible feedback for our customers who are blind.
- Features such as raised pips, vibrating and flashing alerts, audible battery and signal strength, adjustable fonts on high contrast colour screens for messaging and browsing, voice dialing and activation, which improve interface and usability.
- Compatibility of digital phones with assistive devices (such as textphones) and software (such as mobile magnifiers and audible text) blend familiar and leading-edge communication technologies.

Two decades of research, focus groups, and surveys with disabled consumers and advocates mean that usability considerations are integrated at every stage in our product design. Inclusion of universal design concepts is a mandatory standard product requirement.

Mobile operators have supported and encouraged us to pursue offerings of products and services specific for persons with disabilities. Our customer service is unparalleled for both operators and individuals. We offer direct access to accessibility personnel, who are available for our customers with disabilities who prefer one-on-one assistance.

Nokia drives consumer and industry awareness via active participation in conferences and panels; regulatory committees; standards and educational bodies; inclusive marketing and advertising; and, www.nokiaaccessibility.com



Nokia openly shares a platform, which facilitates third-party applications to improve usability. The Nokia LPS-4 inductive loopset is compatible with nearly all new Nokia models with Pop-Port connections, including the new Nokia N73.



“Oracle’s business is information—how to manage it, use it, share it, protect it. Our commitment to create products that simplify, standardize and automate extends to all users, including users who are disabled.”

*Edward Screven,
Chief Corporate Architect, Oracle*



About Oracle Corporation

Oracle Corporation, together with its subsidiaries, engages in the development, manufacture, distribution, servicing, and marketing of database, middleware, and application software. For nearly three decades, Oracle, the world’s largest enterprise software company, has provided the software and services that let organizations get the most up-to-date and accurate information from their business systems. Our commitment to create products that simplify, standardize and automate extends to all users, including users that are disabled.

Oracle and Accessibility

Oracle achieves accessible solutions by contributing to and adhering to industry standards and regulations, such as U.S. Section 508, WCAG and ARIA standards from the Web Accessibility Initiative, and serving as chair for the U.S.-based Study Group on Accessibility at INCITS. Oracle recognizes that a consistent set of standards allows all pieces of the accessibility puzzle (our software, the operating system, hardware, and assistive technologies) to inter-operate and produce the best possible experience for the user. As the demands placed on our software increase, such as the need to create rich client interfaces, the value of harmonization efforts becomes even greater. Accessibility requirements are incorporated into every phase of our product cycle, from initial product design to final QA and Support. Most of our products are built with our own authoring tools; where possible, we build those tools such that accessibility is simply automatic. For each of our product lines, we produce coding standards and training materials, which we also share with our customers. We maintain a corporate license for screen readers, which allows our developers, quality

assurance engineers, as well as support engineers unlimited access to perform screen reader testing in addition to testing performed by members of our accessibility team. Once a product satisfies our accessibility requirements, we create a Voluntary Product Accessibility Template (VPAT) for it and publish it on www.oracle.com. And our Support commitment includes dedicated program managers and subject matter experts to help resolve and replicate issues, including assistive technology configuration.

Outreach Programs

Oracle Support regularly sponsors Accessibility Awareness events. These convention-style events are held on-site at Global Support Centers. Recent events have taken place in Orlando, Colorado Springs, London, Paris and Munich, and feature assistive technology (AT) vendors and demonstrations. Employees are invited to participate in hands-on AT exercises, to attend presentations by members of the Oracle Accessibility Program, to meet with community advocates for the disabled, and to take part in activities that highlight the challenges of the visually impaired. Oracle has also partnered with the instructors of Lighthouse Central Florida to develop a relevant curriculum for engineers learning AT. By combining the real world experience of Lighthouse with the technical experience of Support engineers, Oracle is able to offer customers a fully rounded approach to issues with AT. The training includes hands-on study plus custom case studies specifically created for Oracle. The intention is to benchmark the level of expertise required by a disabled customer, so that we can meet and exceed it. Oracle is proud to extend its training budget to not-for-profit groups that benefit the disabled as Lighthouse International does.

*Oracle is a member of BITKOM, the voice of the IT, telecommunications and new media industry in Germany. The organization represents more than 1,000 businesses. In the German ICT market, BITKOM members have sales totaling 120 billion Euros. BITKOM represents almost 90 percent of the market.

Panasonic

ideas for life



"We strongly believe that everyone should be able to enjoy the benefits of Panasonic products. To achieve this goal, we will take steps to ensure that Panasonic products have been designed, developed and fabricated to be accessible to and usable by individuals with disabilities."

Joachim Reinhart, COO,
Panasonic Europe Ltd

Panasonic is one of the largest electronic companies in the world, with more than 333 000 employees and an annual turnover of € 55,9 millions. It provides a wide range of products, from audiovisual and information/communication equipment to home appliances and components.

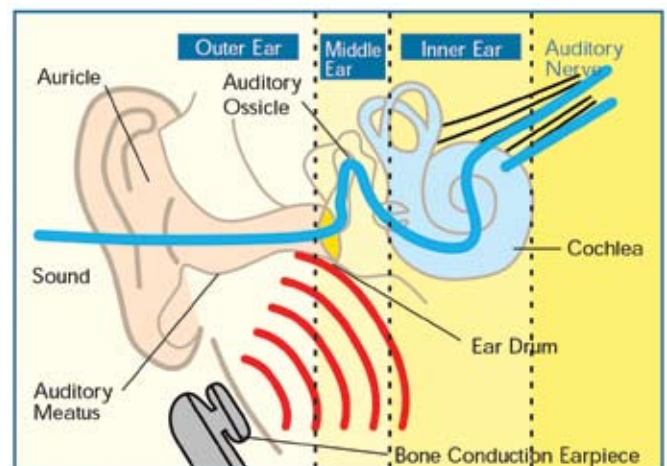
Panasonic continues to be inspired and led by the business philosophy its founder, Konosuke Matsushita, which states that the Customer comes first, and that a company is indebted to society for its existence. Based on these principles, the company strives to contribute to the community and to continue to develop products and services that meet the needs of all of our customers, including those with disabilities. To achieve this goal, we endeavor to continuously improve the accessibility of Panasonic products by employing Universal Design principles: Easy-to-understand operation, Uncomplicated displays and indicators, Ergonomics, Space for access, Security and safety, and Environment of use.

Implementing ideas, some technologically advanced and some just plain simple, help make accessibility a reality for our product, as shown in the following examples:

Less Trouble hearing, more fun talking

Based on our Universal Design principles, we develop our KX-TG7170's bone conduction technology, which makes it much easier to hear what the speaker is saying. So conversations go much more smoothly, no matter how noisy the surroundings are; useful for everyone, especially those needing that extra help in hearing.

Bone Conduction Technology



The Bone Conduction Technology converts amplified sound into mechanical vibrations, and sends them to the inner ear through the cranial bones, bypassing the outer and the middle ear. These vibrations stimulate the hairs with the cochlea, and are transmitted the same way as normal hearing to the auditory nerve.

The resulting sound is loud, clear and easy to perceive.

Big Button Keypad on the telephone Handset



Simple but effective, a big button keypad with backlight, along with a snug-fit, easy-to-grip design. This improves accessibility and usability.



“Access to wireless personal communications is critically important to people of all abilities. Research In Motion is committed to developing innovative BlackBerry wireless products that empower our customers and improve the quality of their lives.”

*Robert Crow, Vice President,
Industry, Government and University Relations*



About Research In Motion

Research In Motion is a leading designer, manufacturer and marketer of innovative wireless solutions for the worldwide mobile communications market. Our industry-leading BlackBerry® smartphones, platforms and product solutions help people stay connected with their family, friends, colleagues and community, regardless of their abilities.

Organized for Accessibility

To help ensure BlackBerry wireless solutions continue to meet the needs of all our customers, Research In Motion employs staff in the fields of Usability and Accessibility. From product specification to product support, these staff members are focused on delivering BlackBerry smartphones, platforms and product solutions that help enhance the quality of life for customers with impairments.

Accessible Smartphone Platform

Each BlackBerry smartphone is designed to meet the needs of all our customers and include core features such as phone, push email, text messaging, internet browser, instant messaging and organizer applications in a single smartphone. In addition, BlackBerry smartphones include handheld designs with non-slip surfaces that are easy to use with one hand, innovative QWERTY and SureType® keyboards with tactilely discernable keys, high resolution LCD screen displays, intuitive interfaces with clear menus, support for external Bluetooth® headsets and peripheral devices, an extensible software development platform and Alliance Partner programs that help vendors develop robust and innovative solutions for BlackBerry smartphones.

Accessible Smartphone Features

BlackBerry smartphones also include many key features that facilitate use by persons with disabilities. Accessibility features include customisable visual, auditory and vibration settings for notifications and alerts, customisable font, font family and font style settings and speaker-independent voice activated dialing and system status notifications.





“SAP – as well as its community of customers, users, and partners – can benefit greatly from enabling all people to reach their highest potential. By taking its comprehensive stance in its commitment to accessibility, SAP hopes to help business professionals with disabilities participate fully in today’s business environment.”

*Henning Kagermann,
CEO, SAP AG*

Serving more than 38,000 enterprise customers worldwide, SAP is the world’s largest business software company and the largest independent software provider in Europe. The company has established a global accessibility program dedicated to the enhancement of user experience for business professionals with disabilities. SAP is committed in its effort in removing barriers for people with disabilities to participate fully in today’s business environment.

Building an Accessibility Infrastructure

With accessibility by design in mind, SAP has instituted a core accessibility team, within the user experience development group, fully devoted to accessibility design and technical development through cooperation and knowledge sharing with technology partners and standard development organizations. Based on user experience design, international standards, government regulations and the accessibility team’s accumulated knowledge, appropriate accessibility development requirements are integrated into SAP’s development standard. Our accessibility team also assists the rest of the product and technology development teams in making SAP’s broad solution portfolio accessible. Beyond setting the company wide standard and building an accessibility team, SAP also established a testing facility dedicated to accessibility testing to validate the accessibility quality of our final products. Accessibility testing is an integral part of SAP’s comprehensive quality assurance process.

Sharing Knowledge with the World

As mentioned beforehand, SAP shares its knowledge with its network of technology partners to further improve accessibility of IT products across the industry. It is SAP

philosophy that the lessons learnt from developing better products and technologies for business professionals with disabilities can also help other IT companies in developing better products and services. We believe we can best serve people with disabilities by broadly sharing knowledge and compete on the basis of our product design. SAP provides financial and expert resources contribution to support global accessibility projects such as the World Wide Web Consortium’s (W3C) Web Accessibility Initiative (WAI) and Joint Technical Committee (JTC1) Special Working Group on Accessibility (SWG-A).

Making a Difference for People with Disabilities

The fruit of our labor in product and technologies development can only be realized and measured through better user experience for business professionals with disabilities. To that end, we can hardly offer better evidence of SAP’s accessibility by design approach than the SAP Enterprise Resource Planning (SAP ERP) implementation at ONCE, the Organización Nacional de Ciegos Españoles or the National Organization of the Spanish Blind. As the leading service organization and advocate of the blinded and visually impaired in Spain, ONCE is not only running SAP but also provides, among other services, SAP application training to its constituencies. Blinded and visually impaired business professionals in Spain are able to participate in the business environment as fully as their talent allows due to the combined effort of SAP’s expertise and ONCE’s extraordinary services to the blinded and visually impaired communities. Additional coverage of the innovation and success at ONCE can be found at the following press release. [Content is in Spanish.]

<http://www.sap.com/spain/company/press/press.epx?pressid=7366>



“The population of the world is growing and aging. As a technology partner and a good corporate citizen, we are not only helping people to live longer but also improving their quality of life.”

*SDr. Thomas Kaiser,
Siemens AG, Corporate Vice President, Corporate Responsibility*

SIEMENS

In support of the company's corporate citizenship, we at Siemens acknowledge the importance for the whole of society that people of all ages and abilities have access to products, services, and solutions. At Siemens, we greatly value all our customers and potential customers; therefore, we take pride in taking up the ongoing challenge of providing high-quality products and cutting-edge solutions to all users irrespective of their age or abilities. Our various business units have a long history of supporting accessibility and will continue to actively contribute to the worldwide efforts to create a fully inclusive society. Because the requirements of elderly people and people with different types of impairment are nearly the same in all countries, the Siemens Accessibility Competence Center is contributing to the international harmonised accessibility standardisation efforts at ISO/IEC and at European level.

Following the “Design for All” approach, we are dedicated to taking into account the needs and requirements of all people of all abilities in the definition and development of our mainstream products and services, so far as it is possible and reasonably achievable. We are committed to pursuing the following principles:

- To provide products and services that reasonably accommodate accessibility.
- To market our products and services in a manner that supports their accessibility.
- To employ the “Design for All” approach in our product and service design, as well as in our relationships with customers, employees, and suppliers.
- To work cooperatively with disability-related organizations and support alliances with manufacturers of assistive technology to ensure that adaptive solutions are compatible with our products and services, so far as it is reasonably achievable.

Siemens Gigaset E365 - Designed for All

The Gigaset E365 cordless phone has been designed specifically to meet the needs of older people and families with children. It offers practical features combining ease of use, comfort and security with stylish ergonomic design:

- large and easy-to-read display,
- jumbo letter and number fonts,
- large illuminated buttons,
- 4 speed dial buttons for fast and reliable dialing,
- SMS messages,
- telephone book for up to 100 entries,
- adjustable sound levels during a call,
- hands free talking (handset and base station),
- superior audio quality,
- wide range of ring tones,
- compatibility with most hearing aids (ITU-T P.370),
- jack (2.5 mm) for standard headset at the handset,
- integrated answering machine, and
- ECO DECT saving energy

The Gigaset E365 even features a handy emergency call button enabling users to reach emergency services or loved ones quickly and easily in times of crisis.



SONY®



“ For nearly 40 years Sony has been one of the world’s leading television manufacturers. With the recent advances in digital technology, television is now something that can, and should, be enjoyed by everyone, including the visually impaired and hard of hearing. As a market leader, Sony is leading by example by making Audio Description accessible as standard in our entire BRAVIA range. We hope that other manufacturers follow our example, thereby leaving no excuse for broadcasters not to offer this service. ”

*Fujio Nishida, President,
Sony Europe*

With the opportunities presented by digital broadcast channels today, Sony believes that the ability to enjoy a great televisual experience should not be the reserve of those that can see, but should also be accessible to blind and partially sighted people.

Audio Description Built-In



While the majority of us have embraced and benefited from the increase in services, channels and programmes today’s digital broadcasters provide, many of the visually impaired are unable to take

advantage of these benefits – and yet the technology exists for them to enjoy TV programming as much as the rest of us. Audio Description (AD) is an additional narrative soundtrack for blind or partially sighted people. During gaps in programme dialogue, an additional voice explains visual plot points, enabling visually impaired people to follow the storyline more fully. Audio description is available on a variety of television programmes throughout Europe but, until now, has only been accessible by purchasing a separate set-top box or satellite receiver. From April 2007 all Sony BRAVIA televisions will include Integrated Digital Television (IDTV) as standard, and provide access to AD without the need for an additional decoder. Most television manufacturers now have products that offer IDTV, a built-in digital tuner that does away with need for a separate set-top box, for converting digital channels. However, few - if any - have the ability to offer AD access. Sony engineers and designers constantly assess and refine every aspect of BRAVIA TVs to ensure that they are as good as they can possibly be. One result of this scrutiny is a new, more powerful audiovisual processor, capable of decoding multiple audio channels and thereby providing access to AD in addition to other aesthetic benefits.

Sony Spreads the Word

Although BRAVIA televisions will now provide Audio Description access as standard, there are still a number of challenges facing AD before the 30 million* blind or visually impaired ‘viewers’ in Europe can claim to enjoy the same kind of service that subtitles provide for the hard of hearing:

1. lack of legislation requiring the provision of AD
2. low awareness of AD

Audio Description Legislation:

To date, the UK is the only country in Europe which makes the provision of Audio Description a legal requirement for key broadcasters. While broadcasters in other countries, such as France and Germany, do offer some level of AD supported programming, most campaigners agree that in order for it to become truly valuable for blind and partially sighted people, European broadcasters need to be legally obliged to offer it as a service.

Low AD Awareness:

With the limited availability of programmes offering AD throughout Europe, it is hardly surprising that awareness and take up of the service is low.

One argument put forward by both broadcaster and legislators, is that there is a limited need for channels to feature AD due to a lack of products that are available with the technology required to play it. Sony BRAVIA now changes this, and Sony is now also undertaking a Europe-wide PR campaign to raise awareness of the issues amongst consumers, media, legislators and manufacturers, working with organizations for the visually impaired throughout Europe, such as Royal National Institute of the Blind (RNIB). Stephen King, RNIB Group Director, Access and Innovation comments: “I am delighted that all of the new Sony BRAVIA televisions will give people with a serious sight problem access to Audio Description via Freeview in the UK. Audio Description is a fantastic service that many blind and partially sighted people value. RNIB welcomes the commitment from Sony to this service and congratulates them on their work in this area.”



“Supporting eInclusion has always been part of Sun’s mission: to enable the Participation Age by bridging the digital divide. We believe the best path to an Information Society inclusive of people with disabilities is through open source communities and in standards bodies - working as peers with people with disabilities - to create that Information Society.”

*Crawford Beveridge, Executive Vice President and Chairman,
EMEA, Sun Microsystems, Inc.*



Sun Microsystems – the Goal

Sun Microsystems, Inc. was founded 25 years ago on the ideals of openness and sharing, with one driving goal of connecting everyone and everything through technology innovation. Today, we continue to lead in the new age of participation on the network — where the focus is on people – and Sun is 100% committed to helping make participation on the network a reality for **everyone** around the world.

Turning the Goal into Reality

Sun fully supports the EU’s i2010 strategy and consistently exceeds accessibility requirements - such as those in the 1998 update to the U.S. Section 508 Federal Rehabilitation Act, and those in HFES 200 / ISO 9241-171 - by building assistive technology into all of our systems, beyond just the products we sell to governments. We create and provide tools that address the needs of people with visual impairments. We also create and provide access technologies for people with limited or no use of their limbs. Just as important as our efforts to deliver assistive technologies into our operating system offerings, are our efforts to help others offer these technologies as well. Through Sun’s open source practices, we make our programs available to the world by open sourcing them so that any developer has access to them, promoting further innovation and broader access.

Examples of Sun’s open source eInclusion leadership

- Sun created the Orca open source screen reader & magnifier to enable access for the blind and low-vision community. This assistive technology ships not only as part of Sun’s OpenSolaris, but also in the open source Ubuntu and Fedora GNU/Linux distributions. It is being

actively used, for example, by the blind in schools in Extremadura and Andalucía in Spain, and has received numerous improvements from the open source community, including from Braille companies, and the Spanish National Organisation for the Blind.

- Sun ships two additional, University-developed, assistive technologies for people with severe physical impairments - the award winning GNOME On-screen Keyboard (which we also funded the development of), and the alternative text entry application Dasher.

Electronic Document Accessibility

eInclusion is more than development of accessible software and operating systems. It is also about ensuring that the documents produced and exchanged in the Information Society are accessible. For this reason, Sun co-chairs the OASIS OpenDocument Accessibility subcommittee, which brought critical accessibility improvements to the OASIS standard OpenDocument v1.1, making it the most accessible office document format on the planet. To ensure that people with disabilities who already have a satisfying access solution on Microsoft Windows can reap the benefits of the OpenDocument format, Sun has developed an extension to Microsoft Office allowing it to read and write OpenDocument files. Technical accessibility fails to address eInclusion if the technical solutions are not affordable to the people who need them. This is why **everything** that Sun has done to support people with disabilities is open source, and the architectures and document formats are the subject of open standards processes. eInclusion must also be about including people with disabilities into the standards processes and software development of the Information Society.

For more information go to:

<http://www.sun.com/access/>



EICTA

20 Rue Joseph II
B-1000 Brussels
Belgium
Tel: +32 2 609 53 14
Fax: +32 2 609 53 39
Email: info@eicta.org

