**M-Enabling Australasia 2013 Conference**

**Day 2 – Mobile accessibility – The manufacturers’ perspective: 11:30 – 12:45pm**

I'll introduce Michael Milligan, Secretary‑General of the Mobile Manufacturers Forum. Michael Milligan is the secretary‑general of the Mobile Manufacturers Forum. It's an international association of wireless equipment manufacturers. Some of you might have used GARI, a website that provides information about accessible features on communications equipment. And the MMF, or Mobile Manufacturers Forum, was a driving force behind GARI. Welcome the stage, Michael.

MICHAEL MILLIGAN: Good morning, ladies and gentlemen. It's an honour and a privilege to be invited by ACCAN to speak to you this morning about the manufacturers' perspectives on accessibility. I think, with more than 20% of the population having a disability, and clearly more than 3 million people in Australia being aged 65 and above, accessibility is now more important than ever to get right and improve. This conference, I think, should be – or ACCAN and those involved in putting the conference together should be congratulated for trying to drive forward these issues and this important issue. Of course, then it falls on industry to also improve the accessibility of our products. Today, we're going to hear from a great panel of speakers that will be talking about both the accessibility of their products and how these have come about, and what goes into the whole design and development of these products, but also hearing from those that are evaluating those products. I'm particularly pleased to have with me on the panel today Megan Bootsma and Rachael Gauci from ZTE Australia. David Woodbridge, the senior adaptive technology consultant for Vision Australia. And Jenny Chang and Ken Joyner from Samsung to talk about their devices. Thank you very much to the panellists. I've also been asked to give you a little bit of a background on the Global Accessibility Reporting Initiative. Teresa just mentioned that before. This is a project that we launched back with the Australian Mobile Telecommunications Association some years back, and very much Australia has been at the forefront of this whole global program through the development of the communications alliance C 625 code and the reporting requirements that were put in place for manufacturers on the accessibility aspects of their devices. If you'll indulge me for a few minutes, I will give you a little bit of a background on the program and where we're up to with that, and then we'll hear from the other panellists on this topic.

Can I just have the presentation? Perfect. Great. Let me just begin briefly with one slide – an introduction to the Mobile Manufacturers Forum. The MMF is an international trade association. It represents the manufacturers of both devices, but also of the network infrastructure that go into making up the mobile communications networks and wireless communication networks that we use every day. The association's focus is on – primarily it's been on health and safety issues, but we have also are now doing a lot of work in this area of accessibility. We also deal with an interesting other area of counterfeit devices, which are equally important for consumers in trying to ensure that consumers avoid the problems and pitfalls that come from counterfeit and substandard devices and the dangers that can result from them. Let's stick with the positive today, I think. It would be the way to go forward. The GARI project – as I mentioned, we started back several years ago when the C625 code was published in Australia. One thing for manufacturers – obviously when we're operating within global markets for products, the difficulty that is faced by all industries in all sectors is when you have competing or divergent regulations taking place, and managing that process becomes very, very difficult. It's quite time‑consuming, and in some respects there can be a shift from innovation towards compliance, particularly when the requirements become very onerous and very specific. Within the mobiles industry, we took the opportunity of 625 and, of course, some of the requirements that exist in the US, to look at this from a anew and say, "This would be so much easier for manufacturers if we were able to provide one information source, one document, about products, and provide it everywhere to consumers." That was really just the nub of the idea of having the Global Accessibility Reporting Initiative. And it started from there. Then basically putting all that in together to form into a centralised information source so that consumers can access that information irrespective of where they are in the world. Currently we have more than 600 devices in the database, in the GARI database. I think we've very much benefitted from working with the disability support industry and all of the stakeholders involved in trying to improve that database and the feature set that we're reporting on over the years. I think this very much is a collective project and we're very pleased to be part of it.

As I mentioned, the GARI project takes account of, obviously, the Australian and US requirements. There's also European requirements where they don't necessarily exist formally, but certainly as manufacturers we're often asked by our network operator customers for information on products that we sell. We call that a soft regulation because it's a very simple proposition. If you don't provide it, they won't sell it. Therefore we have to do it. We've taken into account all of those various requests for information about the products and the features, and we've put them all in together into one single template, which now has over 110 features, that each manufacturer will be reporting on and will be recorded within the GARI database. I think what we see, then, is that for the benefit of consumers, being able to access a very comprehensive resource, and it's probably the most comprehensive source on the accessibility features of the products. Most importantly, though, as we all know, this technology is moving very quickly. Therefore, we are constantly revolutionising the template, trying to update it, and as part of that, we engage in a stakeholder dialogue on an ongoing basis to get and encourage feedback on what features that may be missing in the database that people would like to get information on. So we've been constantly adding to those features over the time so that we can make the database as up to date and comprehensive as possible. Some of you may have seen the existing website. I'm very pleased today that we're basically launching the new, updated version of the GARI database. As part of the process of redesigning this, we have sort of comprehensively looked at trying to improve both the design, but also the accessibility, of the site. I've just listed here on the slide some of the technologies that we've implemented in the development of the website – obviously HTML 5, CSS3, JQuery, all using specially available accessibility scripts or applications. Things such as live regions to improve the availability of updating, as you're making choices. Semantic tables for JAWS‑based screen readers. You'll notice from this slide, we're using about three different types of approaches to try to improve the support for various screen readers.

The current site is available in 13 written languages and we're committed to deploying the new site in those 13 languages and to continue the development in more languages. A key part of this process is to work with stakeholder groups who have the expertise locally in languages that will understand how certain features are described and understood legally. One of the challenges, I think, in working with professional translators, is sometimes that's the level of nuance which is lost in a straight technical translation. So we very much appreciate the work that all the stakeholders that we've been involved with have done to help us to ensure that GARI is as useful as possible. We're also then deploying sign language on the site. We have that on the new site as well. Again, this is a challenging area. As I found myself, there is at least as many sign‑language variations as there are languages. Obviously when we went out to deploy the site, supporting sign language, we had to quickly realise that this is a very, very large challenge, and we need to work with, obviously, specialist interpreters not only in every country, but then obviously in some cases there's regional variations as well. It's a complicated area, and one we're committed to expand in.

Most importantly, as part of this new site, we are increasing the range of products to include tablets. We're also including applications. I think we've heard a great deal about the value of applications in terms of extending the accessibility of products, and of course there's obviously some limitation to those. Sometimes they're not as great. There could be improvements. But certainly applications in general have certainly offered a huge benefit to the devices and extend their functionality considerably. We've included that within the new site.

This next slide is just a screen shot of the new site. I think what you immediately will see is that, within that new site and the new layout, we're very much focussed on the core function of the site and making it front and centre. The first question that you ask is, "What do you want to find? Do you want to find phones? Do you want to find tablets? Or do you want to find accessibility‑related applications?"

It was fortunate that I put these slides in at the last minute to make sure we had a backup in case I wanted to show them to you live – I understand there's some technical limitations with doing that, so I'm rather glad that I've got these, but I apologise at the same time for not being able to show you the live version of the site.

Moving along – the site now allows you to then, if you've selected or indicated that you wish to search for a device, you can immediately go in and then choose between a couple of different ways to find the devices. This is based on feedback from lots of different people in terms of looking at the way in which people would like to interact with the database. Some people would like to find devices based on their particular needs. That was very much the cornerstone of where the GARI project came from. So you can indicate whether you're interested in devices which are particularly suitable for vision or hearing had impairment. Likewise, if you already know the device that you are looking at or interested in, you can actually look up that particular device and save a lot of time in the process. The third one is that, if you are really just very, very interested in trying to put together a much more customised search, you can then go into the advanced feature search, which will allow you then to select from any of the 110 features that we are reporting on, and to compile your own list of devices based on your particular set of needs. That's important.

Once you have selected whichever method and indicated your preferences, it will then go through and actually show you a list of devices that best meet your requirements. As you can see from this screen shot now, it lists the models, it also indicates approximately what percentage match those devices achieved against the criteria that you specified. This then allows you to click on any one of them or to compare multiple devices against each other, but you can then go in and actually see a full product report for that particular model. Most importantly, though, here, is where we've recognised – what we want to do is – we've included this section on not just looking at the device, but also being able to go straight in and to see the compatible apps that are available. These are accessibility‑related apps that are available for that particular model. I think this will be great improvement, because it tries to pull together the whole system of accessibility for the device into an easy‑to‑access website.

Going back now – one of your other options is to be able to select, search for, applications. Here we have a sort of similar layout in that you can indicate that you'd like to search for applications which are related to your particular impairment. You can look for a specific app if it's in the database. And we then will bring up a list of the applications that meet your criteria.

This information is, of course, sourced directly from the developers themselves. One of the key messages from today is that we'd like to the word out to the developer community – please list your accessibility‑related apps on GARI, make sure that we've got as big a database as we can. That helps everyone to be able to, in one place, find applications that will work with different devices and that are based around different needs.

Obviously from the applications listing, you are then able to select the details on the particular apps. This is really not dissimilar to the experience that most people have had with working with the app stores. We've tried to keep similarities there in terms of the user experience. I think the one thing that I would point out here is that, if this sort of system does allow you to actually work in reverse – that is, if you've got an application which is particularly important to you and you are then in the market for upgrading your phone, then using this approach, you can actually go and have a look at the application and then ask the database to query and show you which are the compatible phones that will work with that app. Therefore you're not in a place where you're having to guess, hope and pray that when you bring that new phone home, or the new tablet, that that application will, in fact, be supported. You'll know that information at the moment that you're looking through the database.

This is very important. Basically, for accessibility app developers, we really do want to encourage them. I know that, within this audience, you are involved with or developing yourself many applications which could benefit from being included on GARI. We really would like to encourage you to do that. It's free of charge. There is no cost to listing those apps. What you probably did see on the slide is that we also then link through to the actual stores where you can obtain those. So we're not selling applications on the GARI website. It is simply an information source. But we will link directly through to the relevant page on the relevant storefront so that you can download that app. We also are indicating – we've asked the application developers to indicate whether the app is for free or whether it's paid, and that information is displayed to you as well. Again, you know that before you get to it.

One of the other elements that we really would like to encourage all stakeholders is to make use of the GARI database. But not just by making use of the database as we've seen it, as we've put it, but the MMF makes the underlying database – all of the data available – available for free. All organisations can actually download the XML file and you can then customise the database and the information to tailor that to the demands and to the interests of your own constituents if you're a group organisation. What we believe that that will do is it will help to improve the availability and awareness of this information. So it may be that you can go via the ACCAN website or via Vision Australia or any of the other organisations, and you'll be able to see the display of this information in a way that they believe is most appropriate for their membership and their constituents. So we think that's a very positive way to go forward, and it means that it's not just our view on how you should see that information which is important – the information is all there for everyone to use as needs be and as you wish.

I know that Karen was talking earlier about the accessibility clearinghouse of the FCC. They are one of the organisations which actually do use the XML feed from GARI, and they use that in relation to mobile phones. They then have changed the presentation of the information a little bit, but exactly as I talked about, the information is there. They can access it. They display the information in a way that they think works best. And we think that that is best for consumers everywhere. This is just an example of what can be done by downloading and using that XML form and data.

Of course, in Australia here, the Australian Mobile Telecommunications Association – Chris Althaus was talking to you yesterday. AMTA also provides an interface into GARI and certainly as I mentioned, we've had a very strong relationship, partnership, with them right from the very beginning of this project, and I think the Australian industry has very much been at the forefront of developing this global project. I'd like to thank them for that. Just to finish up my brief few words, which were a bit longer than I thought – we want to encourage you to connect with us, obviously through Twitter, the Web, Facebook, any which way that we possibly can. We certainly like to encourage your feedback and comments on the new GARI site and the presentation of the information. We've tried to make it more comprehensive. There's more resources available on the site. But also I think in terms of the expanded functionality on it. If you've got comments or feedback, please let us know. Likewise, please help us to get the message out to people with particular needs that there is a resource out there that they can go and have a look at to try to identify a particular phone or device that may be most suitable, more suitable, for their particular needs. On those notes, I will thank you very much for your time, and I would like to now turn the podium over to Megan Bootsma and Rachael Gauci from ZTE, that will then talk about their products, and we can look forward to that presentation. Thank you.

(APPLAUSE)

MEGAN BOOTSMA: Thank you, Michael. My name is Megan Bootsma and I'm the Telstra account manager for ZTE. Firstly, thank you again for having us here today and giving us the opportunity to take you through our Easy range of devices which we have jointly created with Telstra. We appreciate that the requirement to stay connected isn't defined by age. It's not defined by capability. And also it doesn't have to be restricted to coverage areas. Firstly, I thought I'd start off with a little bit of background knowledge as to who ZTE is. ZTE, globally – we are currently the fourth‑largest mobile phone manufacturer. ZTE started in 1985 with a total of 30 employees. Today, we employ around 85,000 people and operate in across 104 different countries. At the moment, ZTE is currently the third‑largest smartphone supplier into the global market. Locally, we've had a fantastic 8‑year partnership with Telstra. We started in the Australian market in 2005 upon helping Telstra establish the Next G network. In 2007, we launched some of the very first Next G devices into the Australian market. This year does mark our eighth year as a Telstra partner. In this time, we've had the privilege and opportunity to bring in excess of 60 devices into the Australian market. This encompasses an array of data, tablets, handsets – both with pre‑ and post‑paid. We currently estimate around 1 in 6 households in Australia uses a Telstra‑branded product manufactured by ZTE. So it really does go to show how prominent the Telstra brand is in the Australian marketplace.

We do have a unique strategic partnership with Telstra. Our key strength is the ability to customise devices for specific customer segments. Feedback is key in what we do. We have a wide array of devices ranging from tough phones, ranging from country phones, right to seniors and simplified devices. Feedback is crucial to how we operate. We get our feedback from a number of different sources, customer‑facing events – events like today. We'd love to hear your feedback about where you see the gaps are in the market. We work quite closely with Telstra's device management operations group to identify those gaps in the market. We've done a number of activities with the Telstra Connected Seniors program, and worked closely with Telstra Disabilities over the years. Again, it's about finding out where the requirements are, and how we can help fill these gaps. Our products support a number of Telstra services. We have BigPond, we have the TelstraOne application on our Android device. Coverage is key. ZTE devices are – the majority of our products have the Telstra blue tick. For those unfamiliar with the blue tick, this is a coverage rating given to handsets, with the best rating in regional areas. Because they are custom‑made for the Australian market, they go one step further to offer external antenna ports in a number of our devices. This allows for people who are travelling off the beaten track or in fringe coverage areas to connect an external antenna to the back of their handset to offer extended coverage. Most importantly, these devices are custom‑made for the Australian market, but the cost associated is quite low. We play in the mid‑to‑low‑end tier. The products are fantastic quality with a 2‑year warranty for peace of mind as well.

I'd like to take you through a journey of our Easy range products. The first series is the Telstra EasyCall Series. This product launched initially in 2010. It was a GSM handset which came from the feedback that there was a gap for a simplified, basic, pre‑paid handset. Our first‑generation device GSM handset, which ended up selling around four times greater than the expected sales forecast, proved that there was this requirement for the handset. Within the year, we had incorporated a number of design elements and went on to release the Telstra EasyCall 2, incorporating T‑coil to, and adding Telstra blue tick for regional coverage. Earlier this year, we've gone on to launch...

UNKNOWN SPEAKER: 20% of battery.

(LAUGHTER)

We've gone on to launch the third‑generation EasyCall series. A number of design elements were introduced into this product, number one being the desktop charger. This micro‑USB is the industry standard. If you have poor eyesight or arthritis or trouble working with small objects, the desktop charger has been designed to make charging your phone much more simple. The buttons have been raised. They're quite tactile. It also comes with two EasyCall keys where you can quickly and easily contact loved ones with the simple press of a button. There is a facility to announce incoming calls. You can simply disable this feature if you'd like. We also launch the product to still support T‑Coil as well as blue tick for added coverage. We added a white variant of the product for those users who may have challenges identifying a dark handset. White will stand out just that little bit more.

The second generation is our EasyTouch series. It has been a hugely successful series for both ZTE and Telstra. The first generation Easy Discovery launched in 2007 – again, this went on to be one of the most – it was the most popular feature phone at that point in time, when other key handsets like the iPhone had started to launch into the market. Moving on to the second‑generation device, we took on a number of improvements, incorporating TCoil for hearing‑aid users, blue tick, third‑generation Easy Discovery device, went on to show the introduction of the very first EZY – this was a colour‑coded menu structure designed to make using your phone simple and easy to navigate. The colour‑coordinated menu, for example, if you went into your text messages, there would be a blue strip across the top. No matter how far into that file you went, that blue strip would remain across the top, making it easy for the user to identify navigating their phone. We are currently in development of our fourth‑generation Easy Discovery device, which will launch towards the end of the year. The T4 – we've taken a number of design elements from the EasyCall 3, including the two quick‑dial keys, the incorporation of the desktop charger – again, to make charging quite simple. We've also included a few features like a torch – similar aspect to what the EasyCall 3 has. Still supports TCoil, and blue tick. For customers who want to make that transition into the smartphone market, between a joint collaboration between ZTE and Telstra, last year we launched the Telstra EasyCall 3. This was essentially the smartphone made simple – great transition for somebody who wanted to bridge the gap into the smartphone market, but it was designed to take the scare factor out of using the handset. This was achieved through the pre‑populated widgets on the screen designed to allow quick and easy access to the most commonly used parts of your handset. I'll let Rachael explain this a bit more in a moment. But it also goes on to incorporate blue tick for that great coverage, external antenna port again if you're travelling off the beaten track. I'll now pass it over to Rachael, who will take you through a little bit more of the user interface perspective of our handsets.

RACHAEL GAUCI: Thanks, Megan. Again, thank you for everybody here today in allowing ZTE to come and present to you on where we have been able to develop mobile phones specifically for the target market, and how we've been able to get that out into the marketplace. For those I've not met yet, my name's Rachael Gauci. I'm a product director within ZTE. I've been working within the telecommunications industry for approximately 10 years now – originally inside Telstra, then moving across to ZTE and becoming their product director. Today, I would like to run through with you how we establish the Easy range within the mobile‑phone space. Working alongside with David Powell and his team, we developed a process by which we were able to determine what was needed out there in the marketplace. The process consisted of four simple steps. The first one was around requirements analysis. We determined, through feedback and also speaking alongside with various groups in the marketplace, what it was that they actually required from a handset and from a user experience – UI – perspective on a mobile phone. We then went down the path of looking at a draft design. This consisted of not only the aesthetics of the handset – the way that the handset looked and felt in somebody's hand – but also the way that the UI capabilities came across to the end user. That was a draft design phase. In a moment, I'll show you some concepts from our organisation over in Shanghai around the UI component and what they came up with from their side, and how we translated that into the Australian marketplace. The next phase was around the detail design. Each iteration of hardware, we would actually get sent from our R&D centre to the Australian marketplace. We would sit down with various key stakeholders such as Bert and some of the disability groups as well, where we would give them the handsets and they could sit down and go through the handset and give us feedback as to whether we needed to, for example, make the buttons bigger, whether the handset sitting on a desk – if it was going to slide too easily for the customers. And from that, we would then go back to our R&D centre and speak to them around what we could do to fix that before we go out to market. The last phase of the process was the evaluation process. What we do did here, again, was once the design of the handset had been manufactured and we were about to go out to the marketplace, we would do one final check. That check was against the actual UI – the user interface of the device. But it was also against the hardware component. That check was done locally here in Australia. It was also done with a number of different teams over in our Chinese organisation. That evaluation process made us feel comfortable with the product that we were going to go out to market to assure that it was going to meet our customer requirements. I'll show you a brief DVD, or video, as to – is it going to play? Hang on a minute... that's not going to play, but I can explain to you what happened.

Basically what they went through is they would come through and produce this small footage. We would give this across to Telstra and work through with them as to whether we were on the right track. So we had things in this piece of footage around the big buttons – being able to see people's names on the screen, the size of the font, the photographs that went across with it. That would then come from our UI team in China down to David Powell and his team.

The result of all of this work that we've put through since 2007 has meant that, across all of the Easy range – regardless of whether it was the EasyCall or EasyTouch Discovery or smartphones, we can have a consistent approach to the way the handset looked to the end user, regardless of the product that they picked up. We did that by, for example, if you have a look at each of the screens that we've got on the presentation, the actual icons that are being used. They've got a consistent feel across all three devices. So it doesn't matter whether it's going to be a candy bar or a really simple handset to use, or the clam‑shell handset, or if it's going to be the smartphone handset. That same consistent look and feel has come across all two or three phones.

We also went and had a look at the clear design. For example, the EasyTouch Discovery and the smart-touch phone – you have the large text on top to actually show the customer what it is that they are going to be displaying on screen. But it gives them that little message underneath it saying, "Contacts" – it's your address book. Nice, clear and simple – they understand exactly what it is they're going into when they press that button. We also have the ability to increase the icons. The icons are large enough for people to actually see what the icons represent, and that consistent feel, as Megan pointed out earlier, by the colour coding, also brings that across through the UI. And then again, as I mentioned earlier, we've got the clear instructions – that little tagline underneath. Nan yesterday pointed out that it was great thing for people to be able to feel independent, to be able to take handset home and actually work within their own space to understand where the technology's going and what's going on. We feel that we've actually done this with this range of handsets. We've done this twofold. First of all, we've done this through the UI of the device and the simple look and feel. We've also done this through a DVD that we actually put in the box with the device. So all of these products go out there with a DVD for the customer to sit down in front of the TV with a cup of tea in their hand, their mobile phone in their hand. They can work through that DVD and they can actually continue to go over that same step if they're not quite sure how to do it. They can do this completely on their own. They don't need to ask their children or their loved ones for help. And it gives them that sense of independence to be able to use the mobile phone, to set their mobile phone up, put wallpapers on there, take photographs, whatever they would like to do. They can refer to that DVD as many times as they like. If they lose that DVD, it's available on YouTube. If they can't get onto YouTube for whatever reason, it's available on ZTE websites and also the Telstra websites as well. We've gone down that path, but we're also look agate the next steps. The next evolution – we've gone down the path at looking at the 303 – the white candy bar – that's been launched this year in the marketplace. We've looked at the T 4 and the consistency across the buttons and the UI. That's launching out there this year in the marketplace as well. We're at the next steps of where we go from the smart touch perspective. The creation of widgets so the icons and the design of these have been so that they have been grouped into three sections. We're looking at possibly separating those, making the text even larger than what it is, being able to group your own widgets on your screen so that the customer can actually customise the handset exactly the way that they want to, and also be able to use the key features that they want to be able to use. From this perspective, that is the next stage of the SmartTouch handset. We do see this range of handsets going out there for a lot longer than first anticipated. Of course, as Megan mentioned, we would encourage anybody to get in contact to us and to work with us around what it is they feel is required in a handset. And with that, I say thank you.

(APPLAUSE)

MICHAEL MILLIGAN: Thank you, I'm sorry, we're running behind now. I know it's always difficult when you follow a politician speaking because they usually find it very easy to expand the time. The next speaker is David Woodbridge the senior adaptive technology consultant at Vision Australia. Over this time, he's assisted people who are blind or vision impaired in their home, education and work settings to take advantage of the benefits of using assistive technology. And David has been also actively involved in evaluating technology for use by people who are blind or vision impaired. And he's going to talk with us today.

DAVID WOODBRIDGE: In true iPhone fashion, my battery is going flat. I'm assuming that everybody is still awake. How is that, folks, can you hear me? OK.

Rather than doing a PowerPoint presentation, I'm going to do a hands‑on demo. And I would like to thank ACCAN and Telstra for inviting me on behalf of Apple and Vision Australia, of course.

I've been involved with beta testing for Apple now for about seven years including their OS10 desktop and the IOS mobile versions for both the phone and the iPad and the iPad mini tablets and I've also had as of my job in Vision Australia, I've been assessing apps and so far, I think the team at Vision Australia are probably, they've probably assessed about 1,500 apps in the last four years. So we have a website you can go to to look at what apps are available for people who are deaf and blind. But let me backtrack for Apple. Apple has had a commitment to accessibility for the last 20 years and they started out more on the desktop, of course, with the Mac. In 2005, they updated their OS with printing. 2009 saw the iPhone 3GS, which was the first mainstream mobile phone to have proper text‑to‑speech screen reading. And I've actually got my original iPhone 3GS in my pocket, which is now my official work phone. From then, we saw the rapid deployment of the iPhone 4, the 4S and the 5 and the iPad series with the iPad original, the iPad 2, several versions of the iPad 3 and 4th generation and the iPad mini. But Apple doesn't extend just to the desktop and mobile platforms. We see the accessibility in the nano, the Shuffle and of course, the Apple TV which I also use because my children always scream at me to purchase movies, which they can then watch without telling their mummy! Unfortunately, my wife finds out via our iTunes account and or credit card, so I get in big, big trouble!

But basically, there's text‑to‑speech in all of Apple's products. There's low vision accessibility and in the IOS and the OS10 desktop versions, there's accessibility for people who are blind, people who are low vision, people who are deaf, people who are deaf and blind, because we can also support, or Apple can also support Braille. We have assistive touch so if you find touch difficult, we can modify the performance of the gestures to account for people. So for example, rather than doing the "home" button, you can actually touch a button on the screen that will actually invoke the home button and the volume button, etc. We also have guided access so for autistic people in general. I have two autistic boys myself. I can lock an app down. So rather than trying to get bored and getting out of it, they can actually stay in the application. There's home click speed so if you have trouble touching a button, touching it three times or putting on assisted technology that's also available. And of course, we have all of the type and literary stuff. So highlighting text in whatever app you're in and having the phone speak back to you that particular text. So what I thought I'd do for the rest of the presentation and I'll try to make it quick because I know we're behind time. I have my iPhone 5 here. I'm currently using voiceover. I'm assuming, since nobody has groaned at me yet, that you can see stuff on the screen. And it is pink, not because the iPhone is pink but because the audio visual guy couldn't change it so I said that we would have a pink day. I remember giving a presentation one‑day to people and saying, "as you could see" and everybody was too embarrassed to say that there was nothing left there.

The first thing that I do on any IOS device and this is out of the shop is you can do what's called triple click home. If I press the home button three times, I've turned voiceover off. Now it becomes a standard iPhone. So for people that need to share their phones to other family members or their friends, they can quickly turn it on and off. So if I do home button again three times, 1, 2, 3.

VOICE‑OVER: Voiceover on.

DAVID WOODBRIDGE: If I need to slow this down, I can do this. And don't worry about it. The gestures. That's as slow as you're going to get guys!

VOICE‑OVER: Other apps, five apps. New folder. Settings. Clock, settings. Apps store. New stand folder.

DAVID WOODBRIDGE: All I'm doing is flicking any finger to the left or the right or dragging my finger across the screen as well. Now, the other nice thing about the built‑in accessibility. We have voiceover. And I'm not going to run zoom but I can run large print and speech at the same time. I've also got my Braille display connected up as well. So because I'm not in meetings, I don't want to listen to speech, I can navigate. That's me using my keys and my keyboard.

VOICE‑OVER: News stand and app store.

DAVID WOODBRIDGE: P on my Braille display here, I have it coming up in Braille. I had a person drop in to the office in Gosford where I work who was deaf and blind. All I had to do was get out my Braille display, my iPhone and we sat there and had a conversation and a cup of coffee for an hour talking via the iPhone. They used my Braille display to read and type back to me and I used my iPhone so I could hear what they were saying via the built‑in app and also use my QWERTY keyboard that I'll get to in a moment. So standard phone and standard accessibility and off we went. That was extraordinary.

So we have Braille access, we have large print, we have voiceover and what I also have sitting on my table next to me is a standard blue tooth keyboard. It just happens to be an Apple blue tooth keyboard. And if I use my curser keys...

VOICE‑OVER: Clock, reminders, notes.

DAVID WOODBRIDGE: I can navigate the interface and if I go in to notes...

VOICE‑OVER: Notes. Button. Note, text field.

DAVID WOODBRIDGE: And I can type the famous...

VOICE‑OVER: Voice H‑E‑L‑L‑O W‑O‑R‑L‑D.

DAVID WOODBRIDGE: My favourite was the quick brown fox jumped over the bush never to be seen again. But I thought that hello world was quicker for today! By the way, all of this is still active and I can still use my touch screen and still use the Braille display as I just touched there and I can still use the QWERTY keyboard. I can choose what modality I want to use, in this case the IOS, whether I want to use it in Braille, gestures or the QWERTY keyboard and have them all running at the same time. Which is excellent. And because everybody wants to see what SIRI does, or normally, let me just hit the button. Now, what I'm going to do is show you very quickly two general apps and then two more accessibility apps.

Open iBooks. And I've just used Safari to launch the application.

SIRI: What can I help you with?

DAVID WOODBRIDGE: Open iBooks.

SIRI: You said... Telstra mobile network page 227. Well established member...

DAVID WOODBRIDGE: Last time I did this demonstration, I had a really bad part in the book. So hopefully when I start this reading, there will be nothing or naughty or filthy in this book. You can probably see it already but just leave me.

SIRI: “Well established member of the elite. He enjoyed a position of great status and political and economic power. And he regarded...”

DAVID WOODBRIDGE: I'll stop that reading. What some of my friends do is when they're driving, they don't normally have voiceover on. So they have a triple click set to voiceover. They then run iBooks, get the book reading, triple click home and they're in the book and two finger swipe down and hey presto reading the book when they're driving the car. So the triple click is not just for people who require the screen reader but for anybody.

I forgot what I was going to do then, hang on a tick! Hang on, it's not called a bell!

SIRI: Table home, mail, six new items.

DAVID WOODBRIDGE: Open tweet list. See, I can tell now whether you're actually going to say anything nasty about me.

SIRI: What can I help you with? Back button... how to delete duplicate... inclusive US. More detail about the 21st century.

DAVID WOODBRIDGE: So I can read my Twitter feed. And look, I'll just do one more accessibility app. Open light detector.

SIRI: You said...

DAVID WOODBRIDGE: What you're going to get is a sound. So if I point it that way, there's less light. And... so I can tell where there's a light source by the higher frequency in the sound. If I walk in to my son's bedroom at night and say – have you turned your light off and finished reading? "Yes, dad, I have?" I run the light detector app and I say, according to the iPhone and the high frequency, you've got three lights turned on in the bedroom! He gets caught out all the time. You would have thought that he would have learned by now! So Siri is good. The final thing that Siri is good for is creating appointments, checking appointments, sending messages, making phone calls. Which I'm going to do now.

The last thing I'm going to do is make a phone call. I remember when I did podcasts, I did podcasts and then remembered that the smartphone and the phone is a phone making phone calls and I'll do this. Literally hold down the home button.

Dial 0425...

And it's always funny with Siri because I always sit here and think – is it actually going to dial the number.

SIRI: You said dial:

DAVID WOODBRIDGE: So you've all got my work number now.

I've called my work phone after my son, and there's the iPhone, car horn, ringing in my pocket! So if people want to follow up on any of the accessibility stuff to do with Apple products in general or anything to do with technology for blind and low vision, we have a couple of options calling Vision Australia on 1300847336 or e‑mail our adaptive technology help at thing which is A 8 HELP at Vision Australia.org and find out all of the accessibility with Apple products, not only the mobile platform you can go to www.Apple.com/accessibility and I would encourage anybody who comes across any application which is not accessible for anybody with any disability regardless is to please e‑mail accessibility@Apple.com. I always contact developers and say – you might not have realised that your app is accessible but if you did these tweaks, that would be brilliant. And with that – thank you for listening, guys.

(APPLAUSE)

MICHAEL MILLIGAN: Thank you, David. OK, well, the last speaker for this session is actually a joint presentation by Dr Ken Joyner and Jenny Chang. Jenny is going to demonstrate on the Samsung and Ken is going to happily take any questions afterwards just to make it a bit easier for everyone. So thank you very much.

JENNY CHANG: Hi, everybody, my name is Jenny and that's Ken sitting in the panel. I'm the State trainee for NSW and the ACT in the telco division I'd like to say thank you very much for having us here and what we'd like to briefly talk to you about is our latest product, the Galaxy S 4 and what the accessibility functions that we have are. Just waiting on the PowerPoint.

So the overview for Samsung – we like to cater for products so that it suits every single person's need. Whether it be vision, hearing, mobility or dexterity. And I'd like to show and cover a few of these features right now. From the moment you turn it on when you get it from a retail store, you're able to access the accessibility set‑up right from there. Even if you skip that bit, it's as easy as going in to the setting and tapping on the one option. There are a lot of categories you can choose from. In the general category, you've got auto rotate screen. You've also got screen timeout and you can also have a secure lock time. You can also have speaking password and one of my favourite settings is answering ending call. Yes, this is a touch phone, but there's also a home button and a power button which enables you to answer the call using the home button and end the call using the power button on the right‑hand side of the S4. There's also manage accessibility, which we will talk about a bit later and talk back feature, so everything that you touch on the screen by double clicking will also confirm what app or setting you have touched on the device. In regards to visions for categories, there is quite a few. You can change the font size and my mum, she likes to read and she doesn't like to use her reading glasses so it is as easy as using your volume key on the side in the messages, you're able to increase the font size from tiny to huge.

There's also magnification gestures and it is as easy as ticking an option and every time you want to magnify the screen, just triple tap on the screen and it will enlarge it on any platform. Whether that is on the Internet, a particular game or even in the menu. You've got negative colours and I'll show you what it looks like on my screen. So all I'm doing is going options, settings, in to accessibility, scrolling down to negative colours and now I'm just going to press a tick button and it turns the background from the traditional black in to white so just reversing the colours there.

Another option is colour adjustment. If you prefer to see different colours or suit it to your needs, there is a slide bar in which you can adjust the colour balance. The accessibility short cut by ticking this option, you can quickly access it via the power button on the side. And also text‑to‑speech options. You can also enhance web accessibility which enables to installations on the Google platform. In regards to categories for hearing, there are four that we can talk about. You've got the sound balance, so this is when you're connected to an audio device and you can adjust the sound according to your liking. Mono‑audio. If you're use ago personal hands‑free and you prefer to use one ear only, you can adjust the sound of that level in that particular side of the personal hands‑free. We also have adapt sound, so if you prefer to use two ear buds, you can adjust it, so if you prefer to have a louder volume in the right ear compared to the left ear, you can do that. You can turn off all sounds, so no sounds at all and then also flash notification. If you receive a missed call, a message, an e‑mail, any type of notification, the torch on the back of the phone will actually light up.

In regards to category for mobility and recognition, you've got the assistant menu and I've set it up on my S4. So anywhere you navigate, there is going to be a light white square. In you press on it, you can actually have quick access to your menu or short cuts. So I have set volume, lock screen, restart, power off, open device, capture screen, zoom, settings menu, home, back as well. And you can also change the order that it is set. And with this, you can also change it so that if you're a left‑hander, you can actually move the menu to the left‑hand side of the screen and vice versa if you prefer to use your right‑hand. Tap and hold delay allows you to change the preference in regards to short, medium or long and there's also the interaction control. So this allows you to disable motions that you would prefer not to use or enable motions that you would like to use.

That is a really quick brief of the Galaxy and I know we're running out of time so thank you very much for listening to me.

(APPLAUSE)

MICHAEL MILLIGAN: Thank you very much, Jenny. And I know we are running just with a few minutes left before the expected... or

I'm going to open it up to the floor and there are representatives from a number of companies and I'm sure that they would be happy to answer your questions. I see the gentlemen there with the white hair.

FRANK NOLAN: It is really a comment and a question to Rachel and Megan. But before that, I wanted to just congratulate Michael and GARI and the MMF and encourage them to keep the good work going. It is an incredibly useful tool and long may it prosper.

MICHAEL MILLIGAN: Thank you, Frank.

UNKNOWN SPEAKER: I think I have a market gap for ZTE. I would urge you to explore it. And that is for a budget Android phone which can successfully run a text‑to‑speech screen reader. And budget, I'm talking like $100‑ish. It needs to have two characteristics, very briefly. One – that it needs to have an overlay which does not get in the way of the Android accessibility feature put there by Google, which is a facility called Talk Back. And secondly – it needs to have easily accessible manoeuvrability within the phone itself so that the touch aspect of it work well. So there's a challenge for you and I would very much encourage you to explore it. But right now, perhaps you might like to just comment in a few words.

MICHAEL MILLIGAN: Great, thank you very much, Frank.

RACHAEL GAUCI: Thank you for your comment. You've actually raised some very interesting points and there has been some discussion already with Telstra on what we can do around having a budget Android phone out there in the marketplace. The area of being able to use Google applications and being able to have that functionality behind what goes on the front part of the screens is very important and it's something that we will not take away from. So it is something that we are looking at and it is also something that we believe would work out in the marketplace and it's just a matter of time as to whether we can get that out there.

MICHAEL MILLIGAN: Great, thank you. I see two questions. So I'll take the one on my left at the back there.

UNKNOWN SPEAKER: I'm from the Able People Association. I'm quite moved by what you're doing with the phone. And the question is – how easy is it to do a Google search on the phone and have you trialled it that is specifically designed for people who are vision impaired. Maybe I could improve it a lot more after your experience.

DAVID WOODBRIDGE: Basically, what I tend to do is I trawl the IOS app store and also, I trawl the Android store as well because I also have a Samsung phone. But basically, what I tend to do is I'm one of the editors on a website which is community‑sharing website which shares... www.Applevis.com. I also use the straight Twitter application to access information on the Internet and because Safari is fully accessible on the phone with my screen reader and Braille display and it reads out all of the HTML elements, I can do research on the phone as well and I can do research on the Mac. But in particular at Vision Australia, we're always asking our customers at Vision Australia to give us feedback on apps that they come across and then follow it up with the developers.

MICHAEL MILLIGAN: Thank you, I think we'll take one more question and then we'll break for lunch and I'm sure that everyone is more than happy to take further questions before lunch. I did see one other question. I apologise, right here at the front.

UNKNOWN SPEAKER: Thank you, I would like to reiterate Frank's comments on GARI. I think that's a great initiative. But my question about it is – the technical response when you talk to somebody who doesn't know a lot about accessibility is in two directions. It talks – but does it actually talk? What elements of the screen you typically want to know about. Or the other response is – oh, you can talk to it! So what I'm interested in is what level of depth of understanding do you think this database will allow you to access in terms of querying and accessibility elements?

MICHAEL MILLIGAN: Great, thank you very much for that question. I think that is certainly one of the issues that we have tried to address over the course of its life. There is a description field which is alongside the features which tries to provide a non‑technical description of what the feature is. We've also had to balance out the fact that essentially, you've got two competing audiences here. We have essentially engineers, which are completing the technical template. I.e., does it do this? Does it do that feature? And of course, they're used to a high level of technical specificity for the features. At the same time, we need to communicate to the general public and the non‑technical user. So we have that little description field that tries to break that down. We actually did work with the National Institute for the Blind in Ireland who went through the process to rewrite our descriptions to be less technical for people. I hope that we've got the balance right. But if you have particular feedback, please let me know and we'd be more than happy to try to address it. Thank you.

Great, I think at that point, I would like to thank you and all the organisers again for the event. I'd also like to say a personal thanks to the interpreters who are doing a sterling job and very much appreciate your work. Thank you.

TERESA CORBIN: Thank you, and thank you Michael, as well. I know you had to travel quite a bit of a way to get here for this.

So I want to announce before lunch, Telstra has a door prize. They're giving away a couple of phones. So everybody who is register for the conference has got their name in it and they'll be drawing it at their stall. So if you want to go and hang near there at the beginning of lunch, you might hear your name called. If you miss out on hearing your name called, they will still contact you, so don't think that you're going to miss out on the phone. So thank you very much to Telstra for that. It always makes it more fun when you can win stuff at conferences.

OK, we'll see you after lunch.