



e-INCLUSION

ICT for an Inclusive Society

Riga 11-13 June 2006

No one left behind



Matthew Kirk

Director of External
Relationships
Vodafone Group
Services

No one left behind



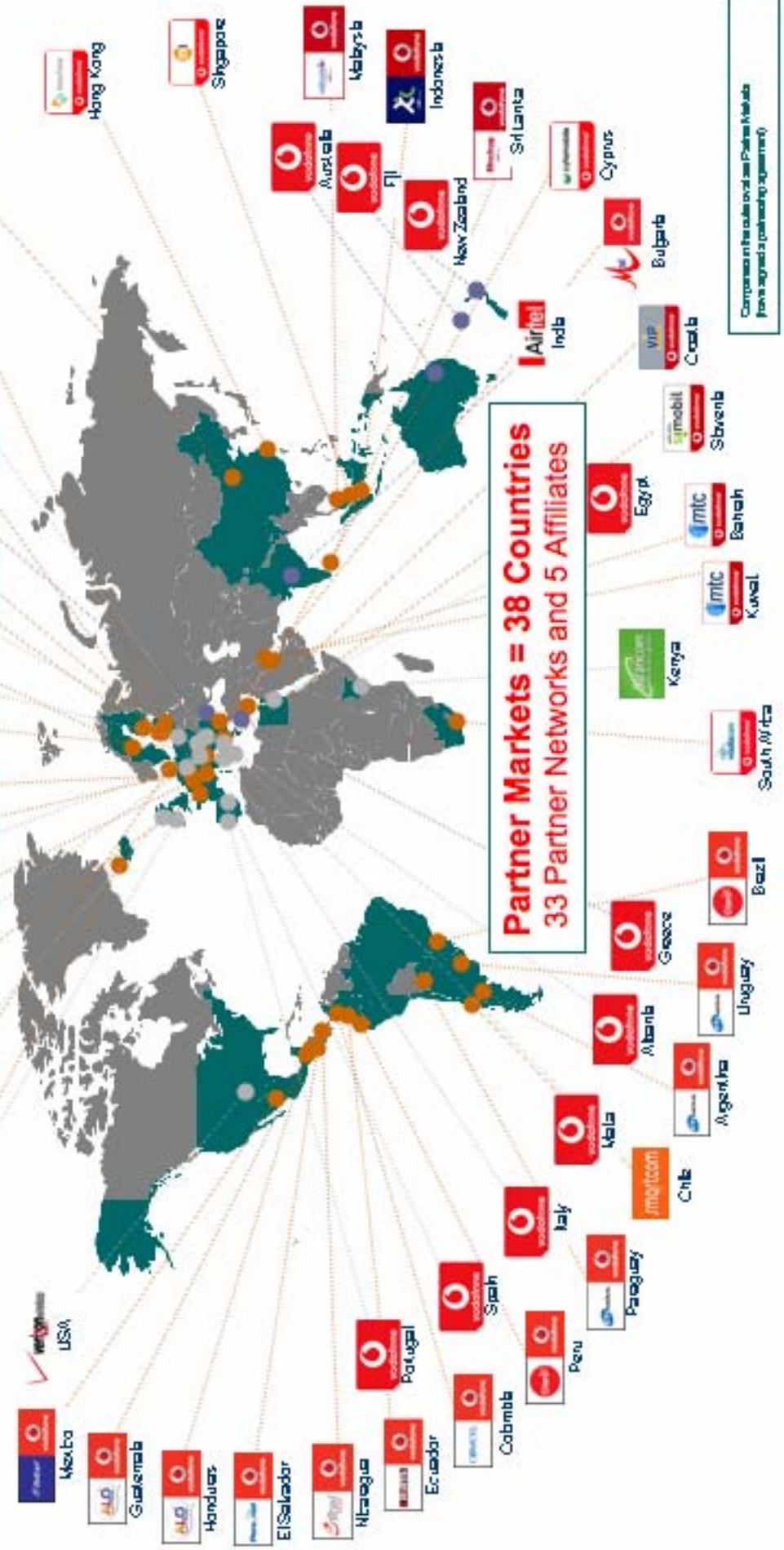
Increasing access to mobile technology in Europe ICT for an inclusive society

No one left behind



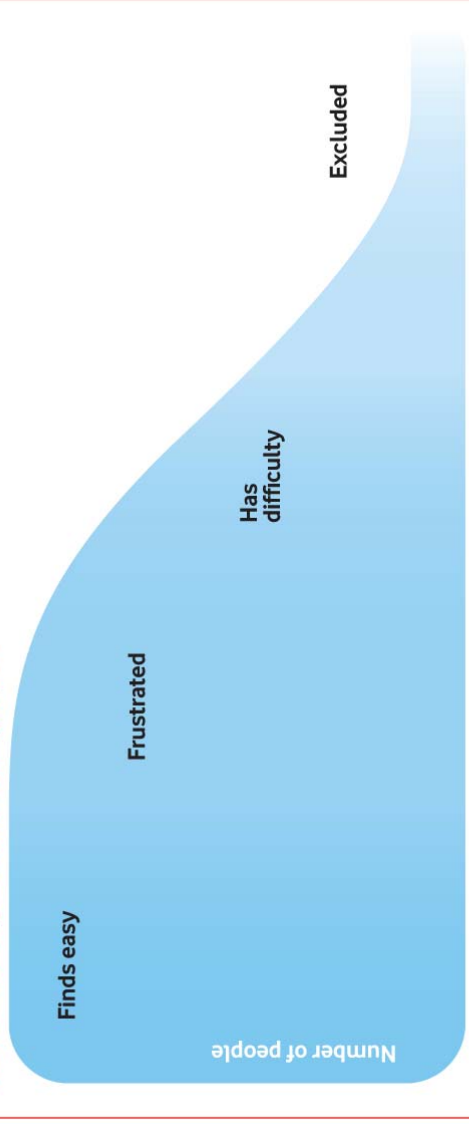


Vodafone Footprint = 59 Countries





Accessibility continuum graph



Variation in capability

Least able

Our solutions

Inclusive design



eg. Vodafone Simply handsets

Special products



eg. Hearing Heads





Textphone solution has satisfied regulation

BUT

not our customers: <200 handsets sold



SOLO 22,5€/mes

Many mainstream products can become more “accessible”

- Text messaging
- Visual alert
- Vibrate

A standard consumer blackberry has been adapted to include a messenger product allowing real time text communication with emoticons



Vodafone Simply



