

Access & Innovation

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Accessibility & Disability Services

All People. All Ages. All Abilities.

At AT&T, accessibility is more than just a word — it's a commitment to our customers with disabilities to provide the products and services they need to stay connected.

And today, we are making it easier than ever for people of all ages, and all abilities, to do just that.

From developing accessibility services to providing alternate billing formats, we're not only anticipating and meeting our customers' needs today, we are creating new communications solutions for tomorrow.



Accessibility & Disability Services

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At AT&T, we are proud to offer our customers with disabilities a variety of products and services that meet accessibility needs.

Products:

- AT&T offered over 85 hearing aid compatible devices in 2014
- Virtually all new smartphones have screen reading capability and voice input capabilities
- Some feature phones have speech output, many with voice commands
- Some handsets support switch control and Braille display

U-verse TV: Closed Captioning for most programming. CC makes television programming more accessible to persons who are blind or visually impaired by visually displaying the audio portion of the program.



Accessibility & Disability Services

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At AT&T, we are proud to offer our customers with disabilities accessible and usable products and services that meet their needs.

Plans: AT&T also offers wireless plans tailored to meet the needs of persons with disabilities. For example, our Text Accessibility Plan, offered on a variety of our products, means a deaf customer can take advantage of wireless services for less.

Billing: AT&T offers bills in alternative format, such as large print or Braille, to customers who have difficulty reading a standard phone bill.



Internal & External Expertise

Team on Access and Aging

- Provides the company with guidance on the next generation of products and services.
- Consists of employees from across a wide range of business units.
- Combined outreach activities.

Advisory Panel on Access and Aging

- Composed of external experts and representatives of national disability and aging organizations.
- Provides policy, marketing and product level input.

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A diverse workforce and inclusive culture are essential to AT&T. They allow us to attract and retain the best and the brightest to develop the most innovative products and solutions to meet our customers' needs.

—*Randall Stephenson,*
Chairman & CEO – AT&T

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Expertise, cont.

Corporate Accessibility Technology Office

- Leads AT&T's efforts to address the needs of persons with disabilities in the design and development of products and services
- Partners with each business unit to advance AT&T's efforts to comply with all accessibility laws for all products, services, applications and networks
- Promotes technology that is accessible by all and fosters innovations to improve the lives of our customers.

National Center for Customers with Disabilities (wireless) & Disability and Aging Center (wireline/U-verse)

- Customer service center with specialized representatives assisting with:
 - Alternate billing format such as Braille or large print
 - Directory assistance discounts
 - Accessibility software
 - Rate plans such as Text Accessibility Plans (TAP)
- Representatives are knowledgeable on equipment and accessories, features and services and helping customers find a calling plan that fits them best.



Supporting Innovation

AT&T and Autism Speaks: Autism Hackathon

- Developers have 24 hours to ‘hack’ an autism app based on the ideas submitted
- Ideas developed with consumer input
- Increases engagement on disability related themes for app developer
- Links consumers with app developers not in the disability field

1st Place (\$10,000): Puzzled – A review website to identify autism-friendly businesses that includes an API to increase the rating system’s implementation on external websites

2nd Place (\$5,000): Good List – App to help people on the spectrum, especially those who are non-verbal, keep track of the good and bad parts of their day and analyze the data for caregivers

3rd Place (\$2,500): Making Friends – A game-like interface that allows individuals on the spectrum to make social decisions and gives them feedback on how others might respond to their decisions, gamifying the process of making social connections and learning social skills



Flexibility & Innovation

Technological innovations have led to better access to communications and information for persons with disabilities

- Text and video communications for people who have a hearing loss
- Books in audible and accessible electronic formats for people who are blind
- Voice controls on a wide range of devices including environmental controls

Technology changes rapidly

Specific technology requirements can relegate people with disabilities to dated equipment, for example TTYs

Companies need to address accessibility systematically – and creatively so new technologies embed accessibility and create new opportunities for access and inclusion



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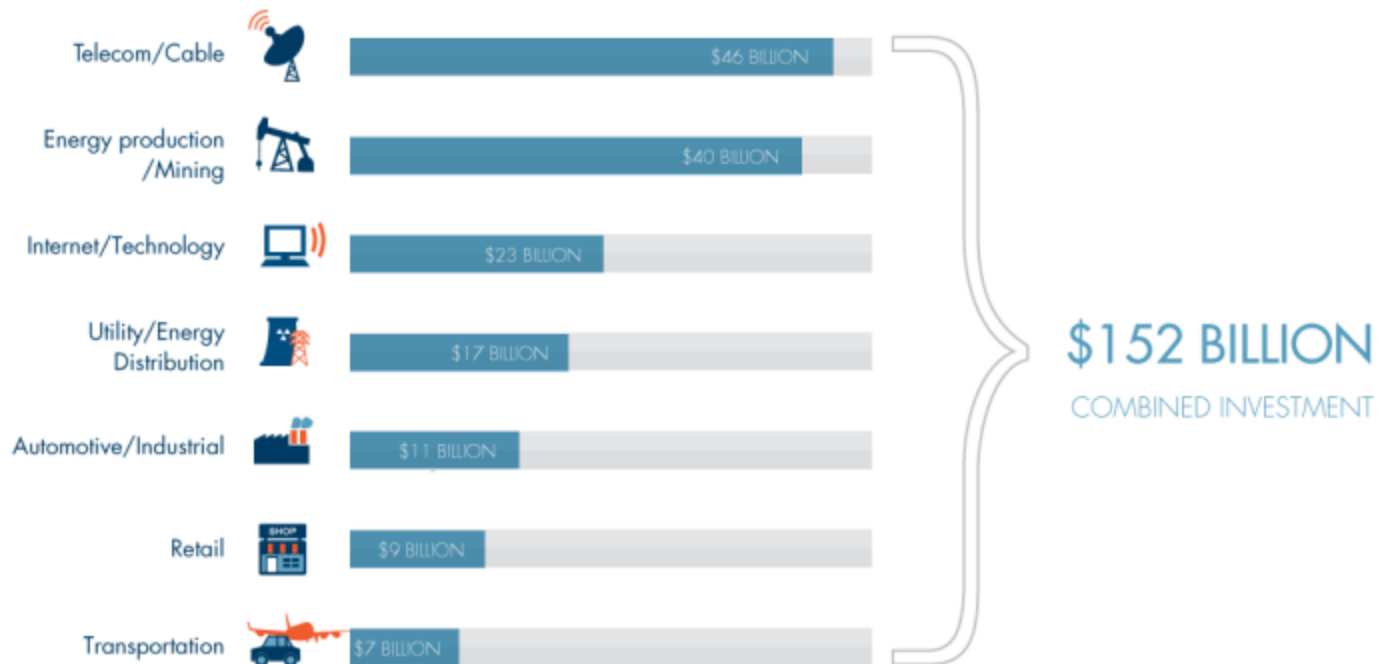
The countries and regions that are developing growth-oriented policies enabling this new era of communication and the global, digital economy will see the most success.

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Broadband providers leading in U.S. investment across industries

WHO ARE THE **U.S. INVESTMENT HEROES** OF 2014?



Source: PPI, www.progressivepolicy.org/USIH_2014



Wireless in the U.S.

U.S. invested four times more per subscriber than its global counterparts: \$104 per subscriber versus \$26 per subscriber

U.S. consumers represent only 5 percent of the world's wireless connections, they comprise almost 50 percent of the world's LTE connections.

U.S. consumers pay less per unit of usage – and use mobile far more extensively – than their foreign counterparts.

U.S. has the most facilities-based mobile providers of any nation – 180 facilities-based providers and is one of only two OECD countries with five or more licensees per market.

Source: CTIA



Regulation should reflect current market facts.

Technology moves much faster than regulation. Today, there are no bright lines in the consumer space:

- Cable companies offer voice service
- Telcos offer video service
- Total volume of messages sent from mobile devices via IP services exceeded the volume of SMS messages for the first time in 2013
- Skype reportedly added approximately 54 billion minutes of international traffic in 2013, 50 percent more than the combined international volume growth of every telco in the world



Delivering a Connected World

Growth-oriented policies that drive investment

Spectrum

Good Tax Policies

Customer Trust



Thank You

