

NTTdocomo's mobile phones for persons with disabilities

2009/08/25

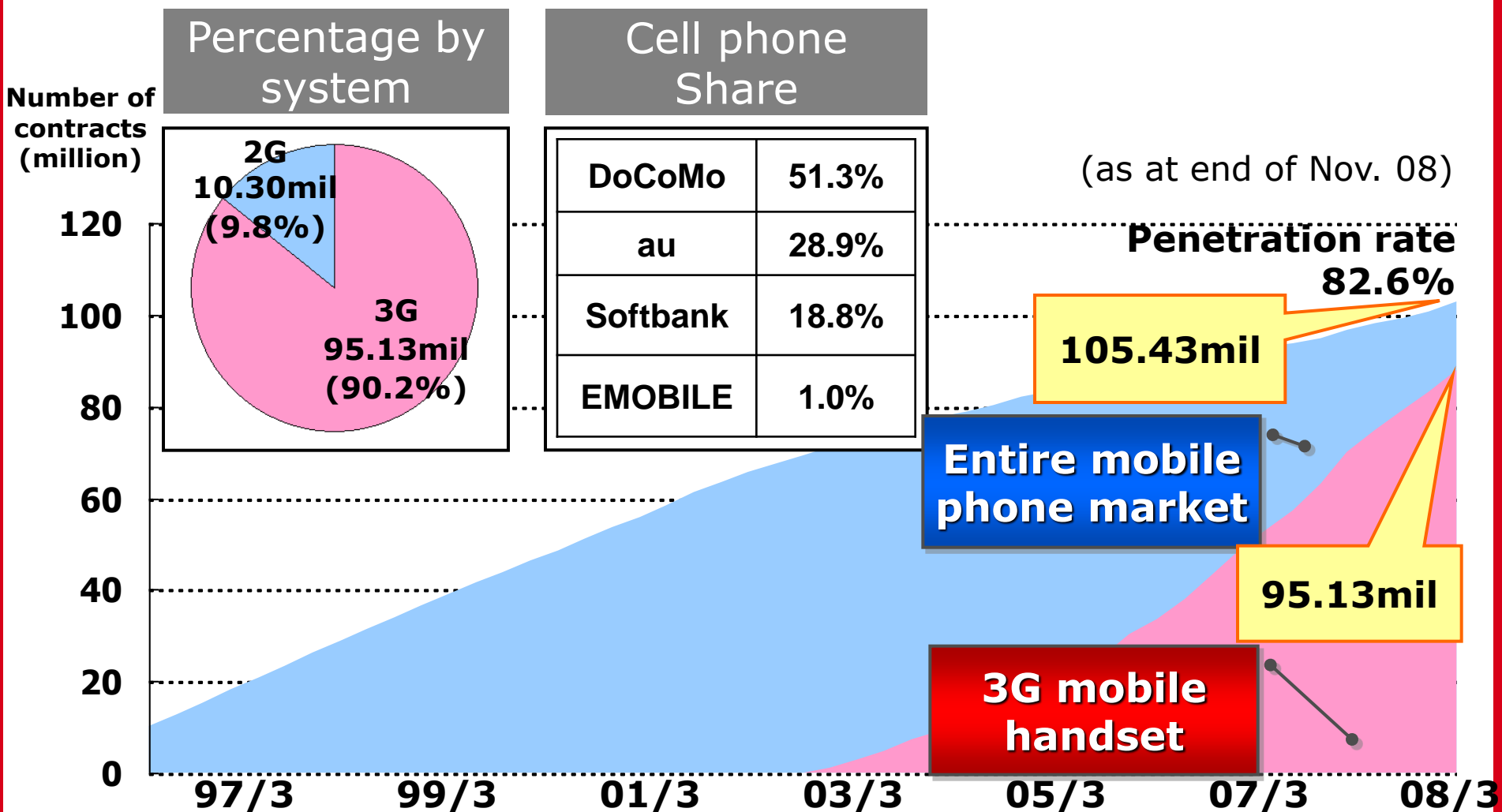
NTT DOCOMO

Ryuji Nagata

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Japanese Cell Phone Market

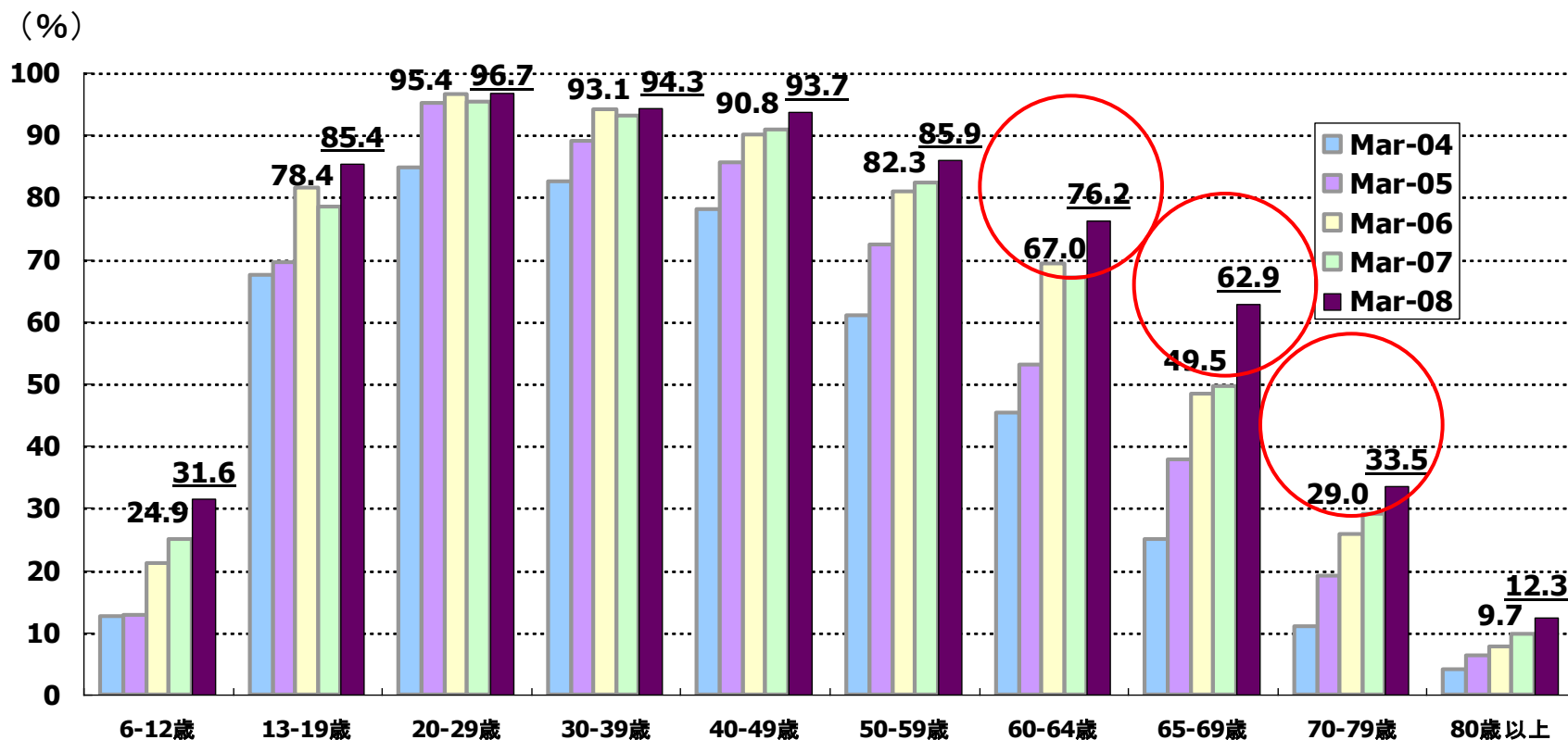
Trend of Cell Phone Market in Japan



* Source: Telecommunications Carriers Association (TCA), Publicly announced figures

Trend of Cell Phone Usage Rates by Age

- The Japanese total cell phone market is trending toward saturation.
- For the over-50 age bracket in particular, mobile phone market growth has been remarkable.



Source: Report on Trends in Communications Use, Ministry of Internal Affairs and Communications (MIC)

Universal Design Approach in NTT DOCOMO



- Action Based on the fundamental concept of universal design.
- Pursue Easy for anyone through our products, stores and services based on UD with warm-hearted.

Cell Phone

Design product reflecting customers voices to bring a cell phone to match your needs

Stores

Serve customers to make them comfortable

Service

Provide services with pricing plans and features fits customer needs



We exchanged opinions with people with disabilities and universal design authorities from the stage of design and construction and developed enriched service menus and outlet design planning.

Interior, DOCOMO Shop Marunouchi in Yuraku-cho, Chiyoda-Ku, Tokyo

Full services menu



Sign language staff



Concierge service



Consultation



English tool, brail tool



Shop design



Resolved levels on floors/corridor



Set up indoor directions



Set up omni-counter



Set up omni-toilet



Directions by artificial voice guide



「DOCOMO Hearty Plaza」 won a 2004 Good Design Award

■ Usability

- ▶ Make mobile phone functions easier to use and to understand

■ Accessibility

- ▶ Expand our base of mobile phone customers, regardless of age or capacity.

Raku-Raku Phone

■ Interface

- ▶ Limits on usability of mobile phone by cost or technology.
Bridge to external systems.

■ Adaptation

- ▶ Use the interface to provide dedicated devices that suit our customers.

1. Easy access to information
2. Product lineup with good design at reasonable price
3. Features responsible to individual needs
4. Understandable and usable user interface
5. Consistent user interface to keep away miss-operations.

What is Raku-RakuPhone?



Large screen & large letters
Adoption of a large 2.8-inch large LCD
Large display of letters

3 one-touch dial buttons
Calls can be made using just by one button

Voice reading function
Content of mail can be read aloud

Raku-Raku Phone Current lineup

NTT
docomo

Large and easy viewing characters

3 one-touch dials

Speed dial

Camera/Text-to-Speech function

GPS/digital TV

e-wallet/
Global roaming

**Raku-Raku Phone
Premium
(F884i)**



Apr.2008

**Raku-Raku Phone 6
(F-10A)**



Aug.2009

**Raku-Raku Phone
Basic II
(F-07A)**



Apr.2009

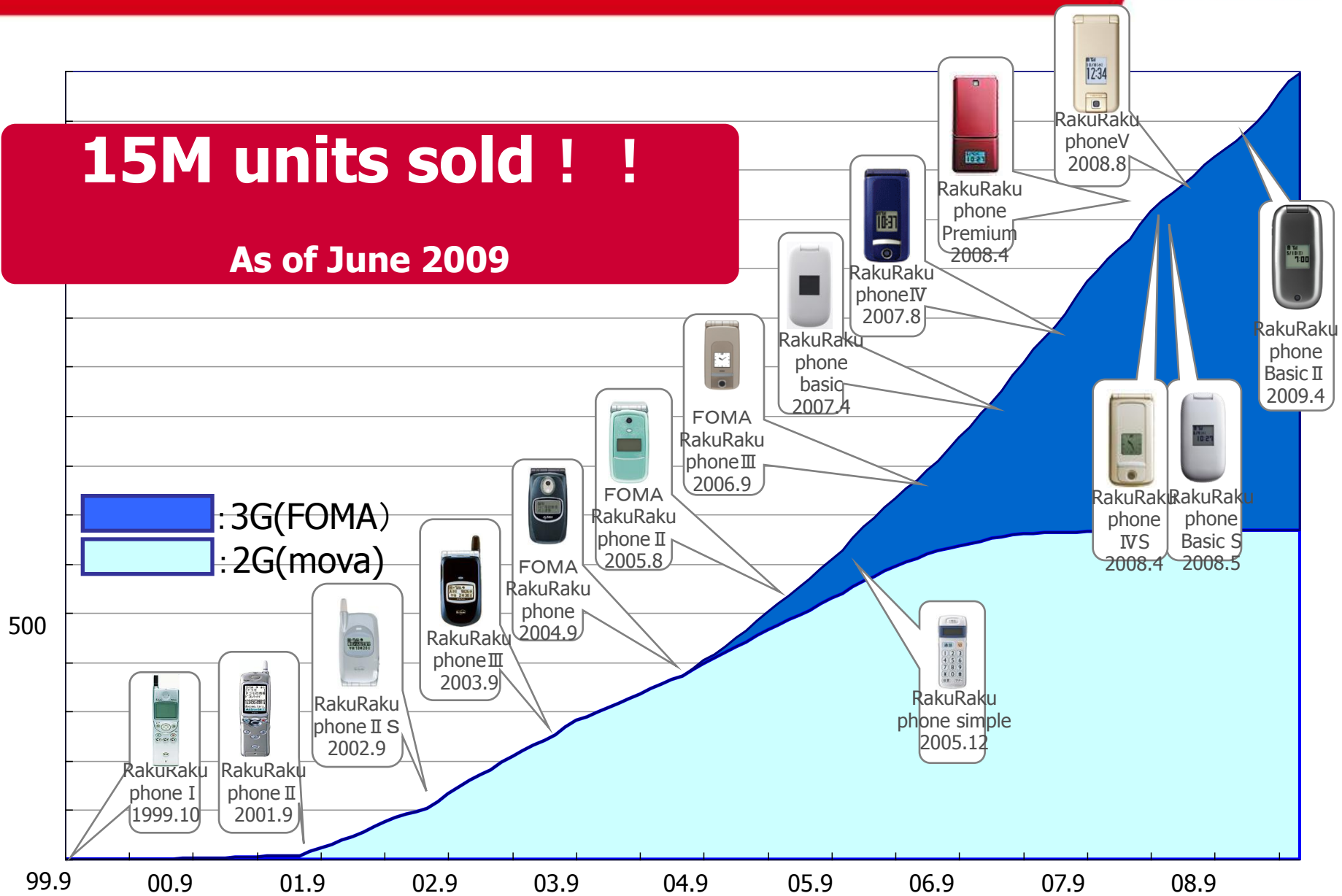
**Raku-Raku Phone
Simple
(D800iSS)**



Dec.2005

Successful Sales Status of the Raku-Raku Phone Series

15M units sold ! !
As of June 2009



Features of Raku-Raku Phone

Voice input mail

Easy to write e-mails using voice input

1. Start i-mode mail function
2. Press a voice-input button
3. Run voice input mail program
4. Speak a message toward handset microphone
5. Speech to text conversion
6. Send i-mode mail



Points; Japanese language have many homophones so the speech to text has been extremely difficult for a long time.

the network talking books distribution Service

Portable DAISY player is common for visually impaired people.
But DAISY player has not been embedded in cell phone yet.



We have put a DAISY player in Raku-Raku Phone. So visually impaired people can listen to the network talking book with your mobile phone

“Bibulio-Net” is provided by JAPAN BRAILLE LIBRARY originally.

JAPAN BRAILLE LIBRARY provides digital talking book contents.

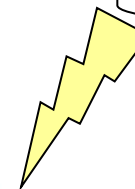
12,395 titles (Mar.2009)

How to use “Bibulio-Net” mobile phone version

1. Download JAVA application from the site
2. Run the downloaded JAVA application and select library menu
3. Choose your favorite title and download the contents
4. The certified visually impaired people can enjoy them free

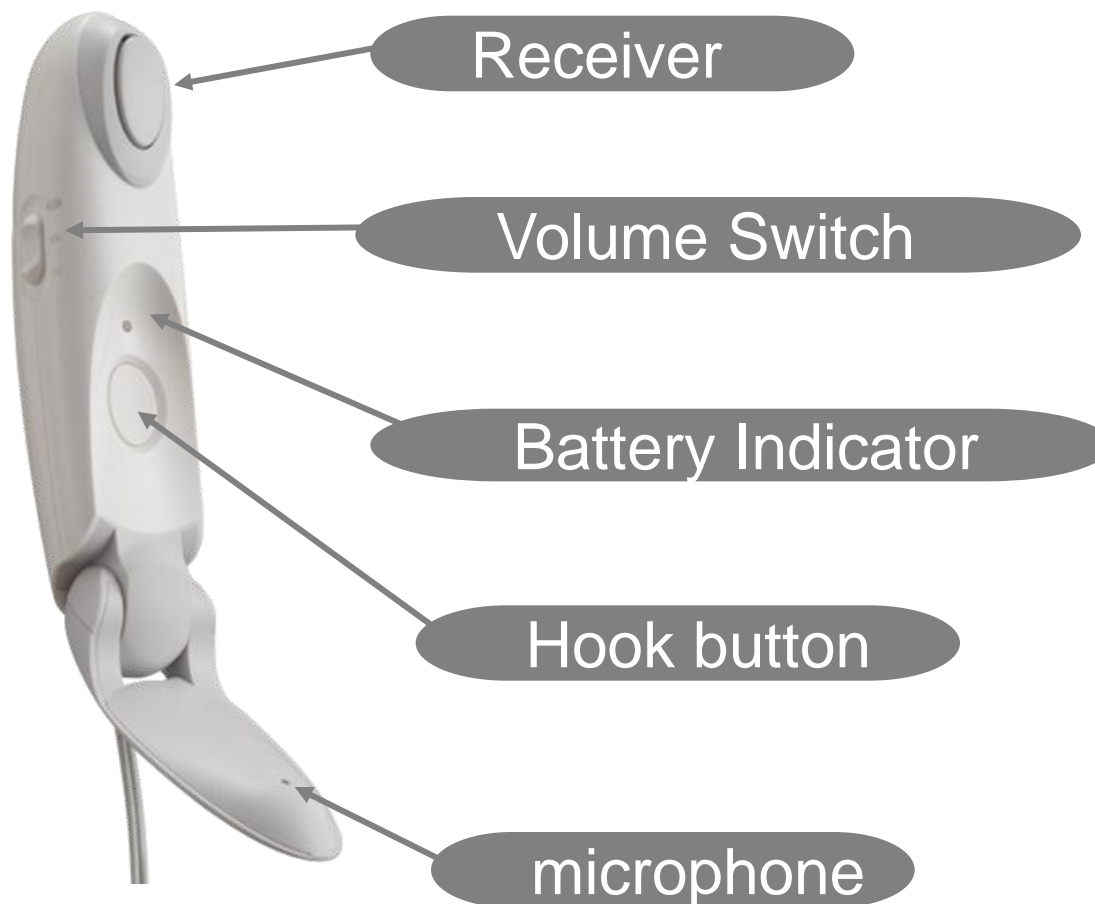


**Title Example
“The open
door” by Helen
Keller**



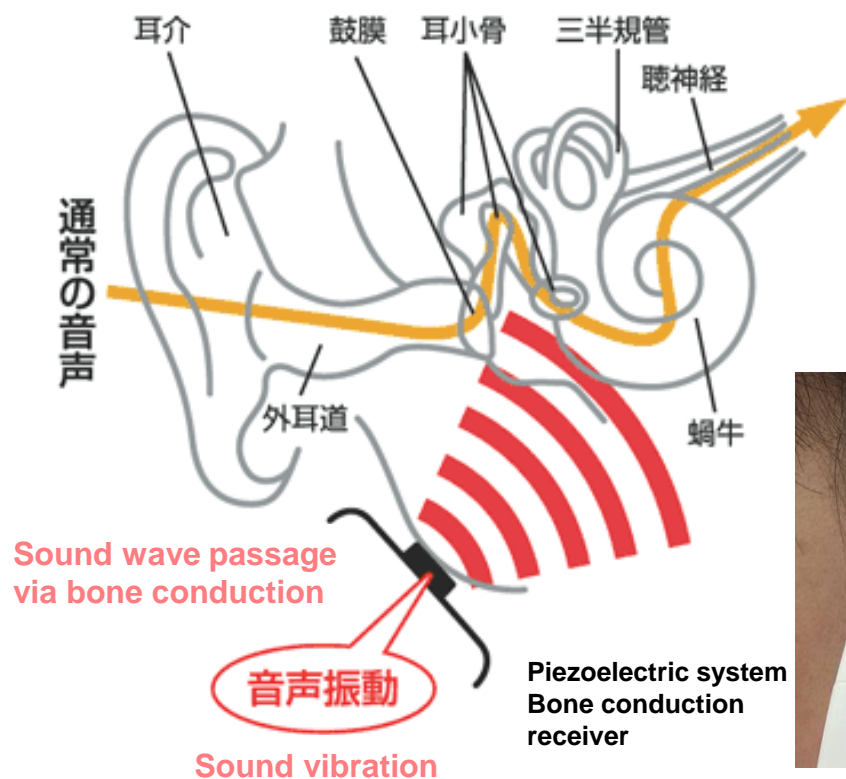
Bone conduction receiver “Sound Leaf”

SoundLeaf



Bone conduction receiver “Sound Leaf”

A bone conduction receiver allows effective use of telephone calls in noisy locations or for those who have problems with hearing disability due to their ages. It transmits the sounds from the bone to the auditory nerve.



Connection of a connector to a flat earphone port.



Thank you for
your attention!

手のひらに、明日をのせて。

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