



M-Enabling Summit 2016
Deaf & Hard of Hearing
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NAD's Mission

- Established in 1880, the National Association of the Deaf (NAD) is the nation's oldest and largest consumer-based national advocacy organization safeguarding the civil and accessibility rights of deaf and hard of hearing individuals in the United States of America.
- The advocacy scope of the NAD is broad, covering the breadth of a lifetime and impacting future generations in the areas of education, employment, technology, telecommunications, transportation and more.



App Example #1: Uber

- Based on feedback from the NAD, Uber updated its app specifically for deaf and hard of hearing (D/HH) partners.
- Uber Partner app signals a new trip request with a flashing light in addition to the existing audio notification.
- The option to call a DHH driver is turned off – text instead for special instructions for pickup.
- “Your driver is deaf or hard of hearing.”
- Promotes increased work opportunities for D/HH drivers
- Enhanced app = improved communications



App Example #2: Glide

- Video-messaging app – hit among deaf people
 - Why? Email, text messaging, chat apps, etc, not visual enough. For some, keyboard = second language.
 - Allows ASL users to send video messages w/ facial expressions, faster pace, and all other nuances of ASL.
- “optimize video frame rate”
 - Former feature= skips some video frames when bandwidth limited.
 - Hearing person fine with trading quality for speed but for Deaf users, dropped frames = garbled ASL communication.
 - At the request of Deaf users, Glide added a setting to turn off this feature.
- Uses half the data of video calls = reduces monthly data use for D/HH users (due to lack of unlimited access for D/HH customers)



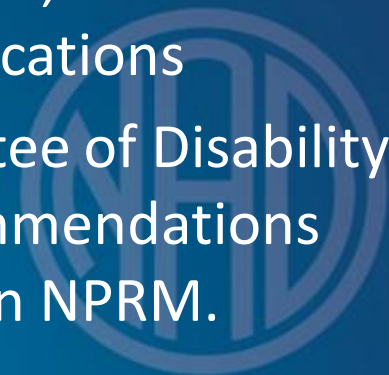
App Example #3: Video Streaming Apps

- Thanks to the NAD, the following companies have agreed to make their content (including via their apps) 100% accessible:
 - Netflix (2012) – 100% content CC as of 2014
 - Apple (2013) – 100% content CC as of June 2015
 - Vudu (Jan 2015) – 100% content CC as of Jan 2015
 - Amazon (October 2015) – 90% by Dec 31, 2015, 100% by Dec 31, 2016
 - GoGo (January 2016) – applies to streamed in-flight entertainment (IFE), phase-in process that will be completed with 100% CC by June 30, 2017.



Real-time Text (RTT)

- Flowing text conversation – can see the text while it's being typed = true conversational nature.
- Can be sent with voice (HoH) and video (ASL users).
 - E.g. can be used with Video Relay Services as supplement
- Important for 911 emergency access – public safety operators can gather crucial information more quickly
- Goal = integration in mainstream phones, tablets, and other devices = integration into mainstream communications
- Chair of the Technology Transitions subcommittee of Disability Advisory Committee for FCC - submitted recommendations on RTT to the FCC. FCC now seeking comment in NPRM.



Solutions

- Incorporate quality accessibility from the start, instead of playing catch-up later
 - Leads to universal benefit from day one
 - For example:
 - Captions on video streaming apps also benefit hearing users, not just D/HH users
 - RTT beneficial to all phone users too
- Input from the D/HH community = crucial. Nothing about us without us
 - For example:
 - Uber received input from the NAD
 - Glide incorporated feedback from deaf users
 - Recommendations from DAC on RTT
 - How it should be for ALL



Contact

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