



# The role of European Standardization in Accessibility Issues

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## Short relevant biography



- ❑ **ETSI (2001)**  
Telecommunication standardization
- ❑ **Tele Danmark (1989-2001)**  
Vice President
  - Access network (fixed)
  - Trunk network
  - Microwave comm.
- ❑ **Master of Science and engineering in 1979**
- ❑ **Danish**

## Content

- ETSI – 15 years of excellence
- e- Accessibility
- Accessibility for All
- Industry expectations

## ETSI is

An independent European standards organization, active in all areas of telecommunications including radio communications, broadcasting and Information Technology



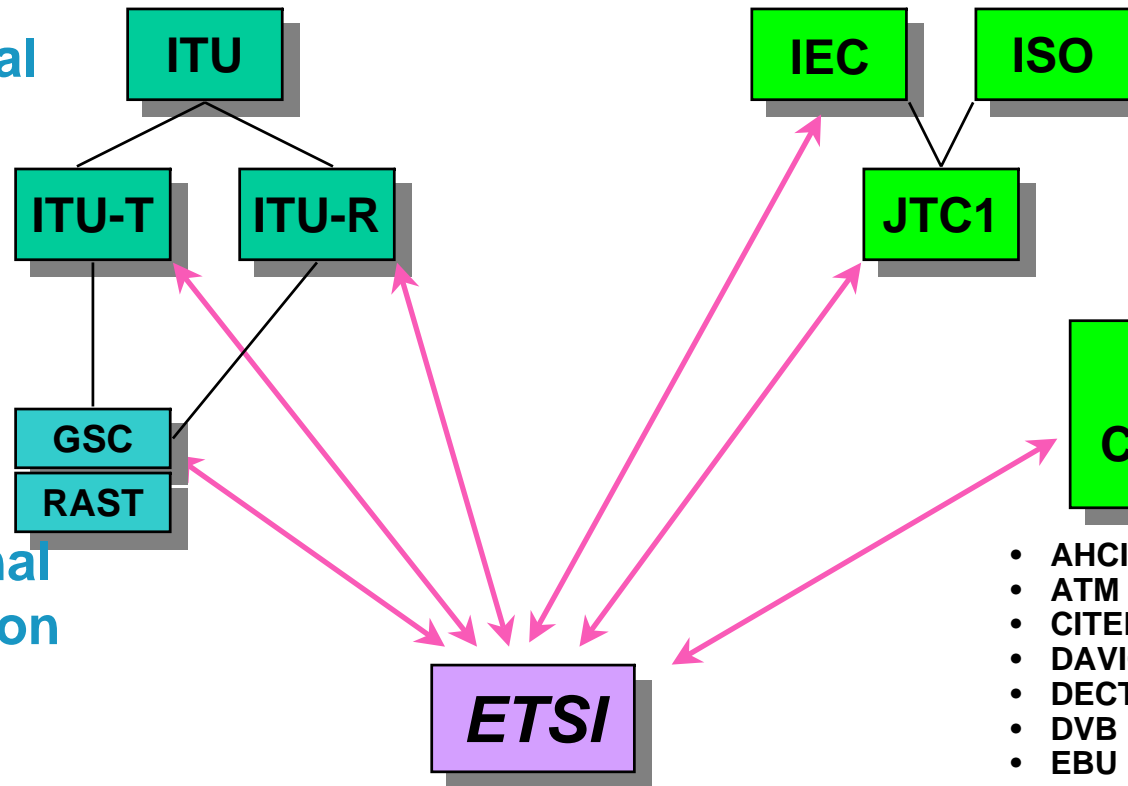
- A not-for-profit association created in 1988
- Situated in Sophia Antipolis, south of France
- Professional & market driven – 700 Members
- More than 2000 deliverables published in 2003  
**12,500+ publications - *freely available!***

## European Standardization Organizations recognized by the European Commission

- ❑ **The European Committee for Standardization (CEN)**
  - covers standardization in areas other than the electro technical and telecommunications fields.
- ❑ **The European Committee for Electro technical Standardization (CENELEC)**
  - deals with standardization in the electro technical field.
- ❑ **The European Telecommunications Standards Institute (ETSI)**
  - responsible for standardization in telecommunications and related fields of broadcasting and information technology

# ETSI's external relations

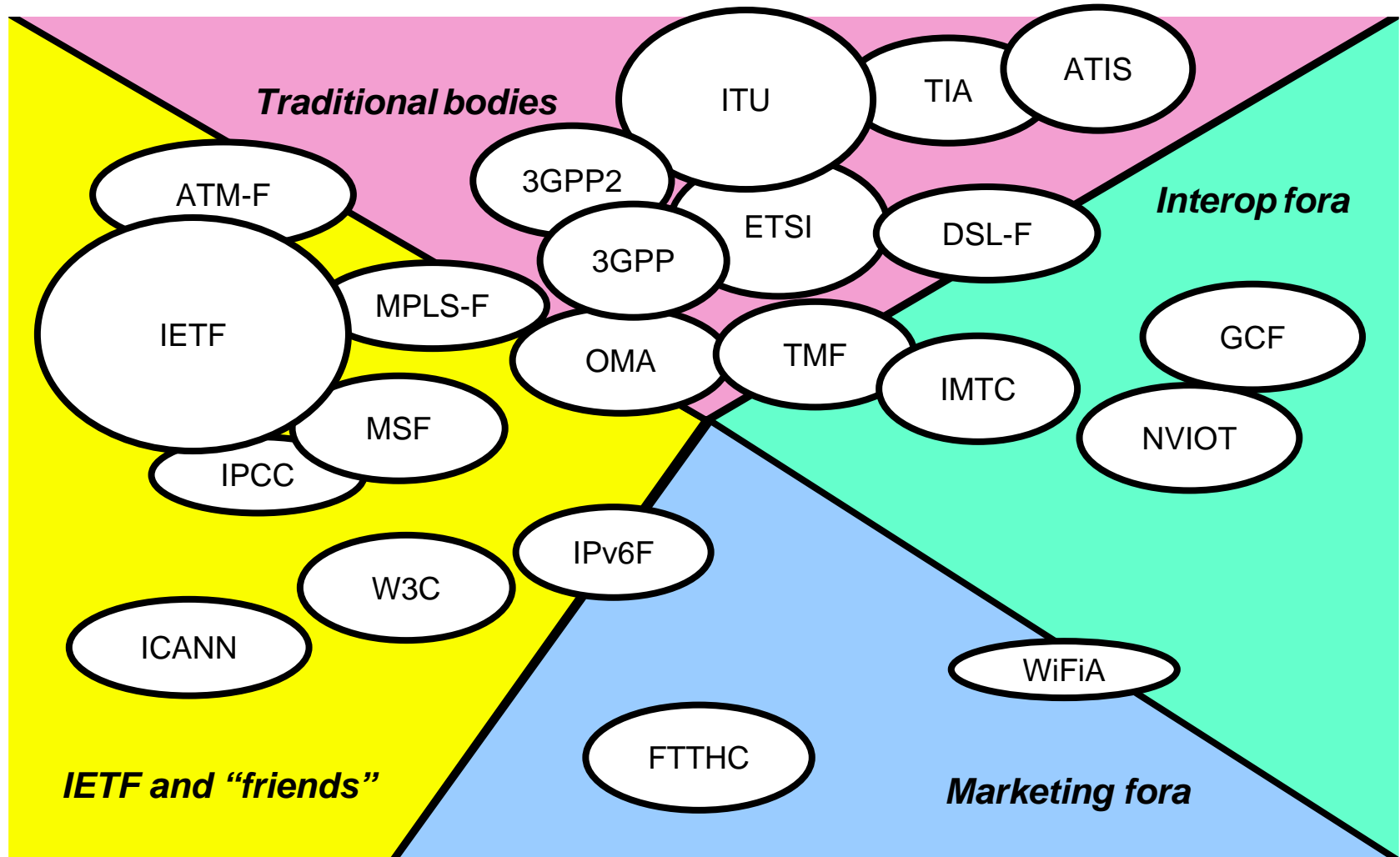
International bodies



Interregional Co-operation

- AHCIET
- ATM Forum
- CITEL
- DAVIC
- DECT Forum
- DVB
- EBU
- EUROCAE
- GSM MoU Association
- IEEE
- IMTC
- TETRA Forum
- UMTS Forum
- etc.

# The SDOs jungle...Telecoms view



## ETSI's Community

- ❑ 526 Full Members
- ❑ 127 Associate Members
- ❑ 35 Observers

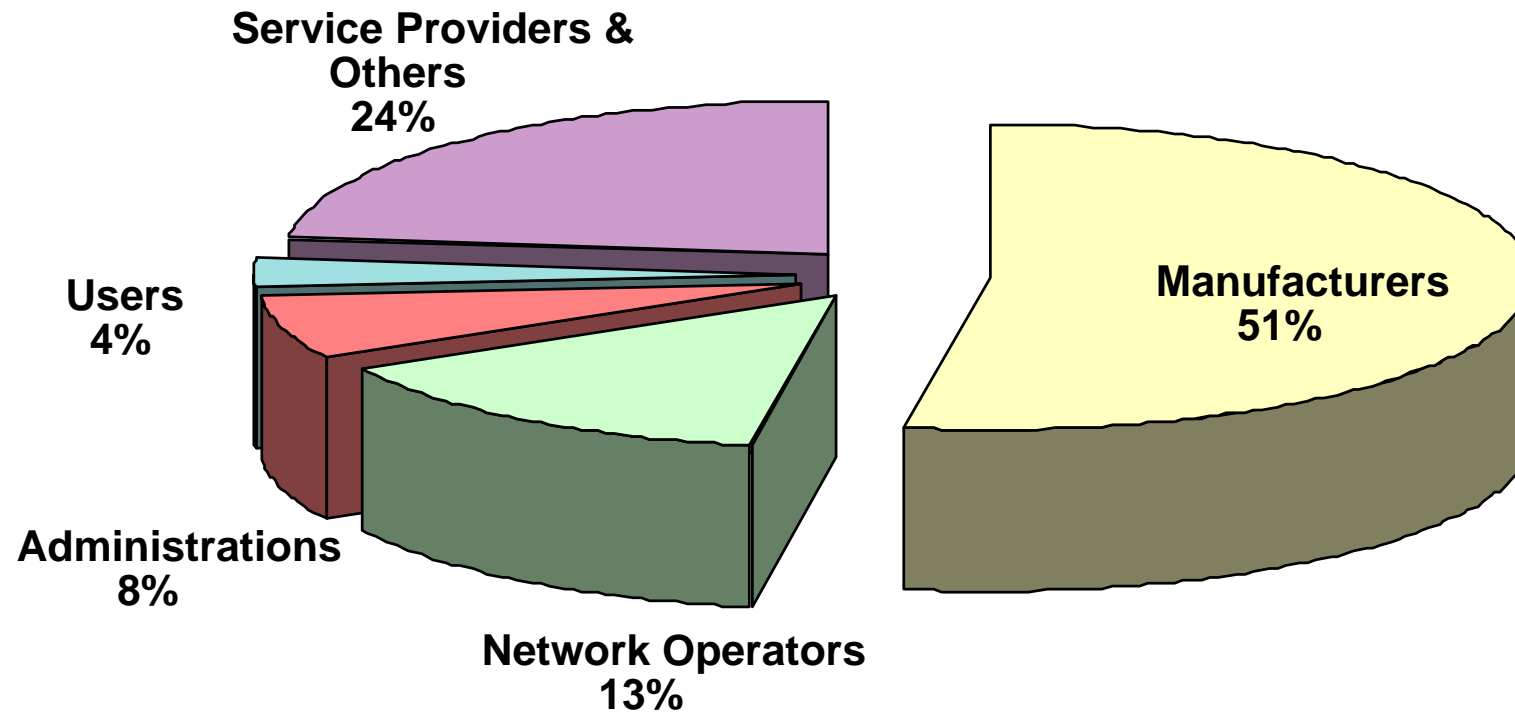


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**688 Members from 55 countries from 5 continents**

**2 Councillors (EU and EFTA)**

## Membership by Category (26/04/2003)



## Basic principles of standardization

- **Voluntary**
- **Open**
- **Consensus**
- **Public**
- **General purpose for the society**
- **Compatibility**

## ETSI deliverables

- ETSI Technical Specifications (TS)
- ETSI Technical Reports (TR)
  - Approved by the TC or Project concerned
- ETSI Standards (ES)
- ETSI Guides (EG)
  - Approved by the full ETSI membership
- European Standards (EN, telecommunications series)
  - Approved by National Delegations, through the National Standards Organizations (NSOs)

## ETSI success story – GSM

Conceived as a digital replacement for ageing analogue mobile systems in Europe, GSM has now become a truly global system

The figures speak for themselves:

- over 700 million GSM users worldwide
- 400 GSM networks in 179 countries/areas
- 24+ billion SMS messages per month
- GSM accounts for 71% of the World's digital market and 68% of the World's wireless market



## How does ETSI Contribute?

- ❑ **By providing appropriate standards for Information and Communication Technologies (ICT)**
  - ICT is rapidly becoming an essential part of the economic, educational and social life of the European Citizen
- ❑ **ETSI is**
  - concerned about whether the new ICT products and services which are available are fully accessible, especially to elderly people and people with disabilities
- ❑ **ETSI can**
  - offer enormous potential to help these same groups to maintain and improve their quality of life, their integration and independence



## eAccessibility: Why?

### □ eAccessibility is for everyone

- A natural focus on the disabled...
- ...and on the elderly
  - By 2020, an estimated 25% of population will be over 60
- ...but also on children and young people...
- ... and all the rest of us !

### □ a response to the EC's eEurope initiative action lines, which include:

- cheaper, faster Internet access
- secure networks
- access to the "Digital Age" by young people
- participation by all in the knowledge-based economy
- e-commerce, e-government and health on-line
- and much more...



## eAccessibility: How?

### □ Design for All

- an approach to design intended to ensure that products are usable by all people, to the greatest extent possible, without the need for specialized adaptation

### □ Assistive Technologies

- the use of a technical interface to permit the use of an assistive device to prevent, compensate, relieve or neutralize a handicap

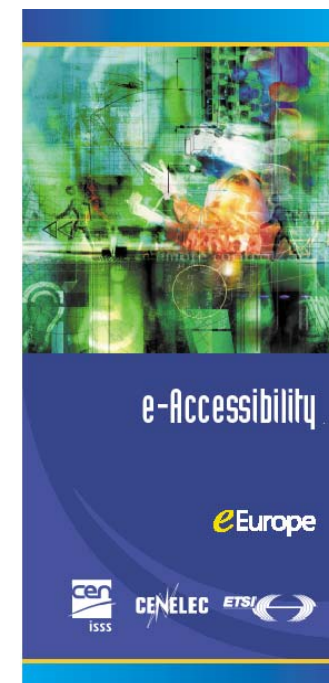
### □ Responses to eEurope Action Lines

- eAccessibility
- eHealth
- eInclusion
- ...



## Supporting eAccessibility

- ETSI is committed to supporting the goals of eAccessibility with high-quality technical standards and specifications
  - produced in our own committees and projects (e.g. TC HF)
  - produced in response to the eEurope action lines
  - produced in collaboration with others, e.g.
    - 3GPP
    - DVB Project
    - IETF, IPv6 Forum
    - CEN and CENELEC
    - and many more...





# human factors

- ETSI's contribution to eAccessibility is spearheaded by Technical Committee 'Human Factors' (TC HF)

- Chairman: Mr Stephen Furner, BTextact Technologies, UK
- 2 active Specialist Task Forces: a further 4 about to start

- Examples of TC HF Work

- Design for All > EG 202 116 “Guidelines for ICT Products and Services” (Published Sept 2002)
- Assistive Technology > TR 102 279 “Two surveys on Assistive Technology” (Published Feb 2004)
- e-Inclusion: ETSI Guide on Duplex Universal Speech and Text (DUST) communication (Work started this month)



## ETSI and eAccessibility (2)

- Many other aspects of ETSI's work also contribute, e.g.
  - The ETSI User Group
  - Work on access to communications products and services
  - Work on Accessibility (other than in TC HF)
  - Work on speech quality
  - Work on Short Message Service (SMS) and Multi-Media Messaging (MMS) on mobile *and* fixed networks



## ETSI and eAccessibility (3)

- ❑ **Speech processing, Transmission and Quality**
  - Quality of voice over Internet Protocol (IP) and in noisy/difficult environments
  - Transmission quality over digital systems
    - to harmonize with North America plan
  - Distributed speech recognition
- ❑ **Telecommunications and Internet Protocol Harmonization over Networks**
  - Voice over IP (VoIP) speech quality test event report published April 2002
  - Provision of contact identities from E.164 (traditional telephone) numbers in real time
  - Better routing performance between networks



## ETSI and eAccessibility (4)

### □ Mobile Communications

- 1st Generation – Voice only
- 2<sup>nd</sup> Generation – Voice and SMS
- 3<sup>rd</sup> Generation – UMTS..

### □ 3<sup>rd</sup> Generation mobile

- ETSI is a Partner in 3<sup>rd</sup> Generation Partnership Project (3GPP)
- 3GPP's work includes:
  - Messaging: Global Text Telephony, Enhanced, Multimedia
  - High-quality speech and Speech-enabled services
  - Location services
  - Presence
  - Integration with Wireless local area network

**3GPP Congress taking part in Cannes**

**THIS WEEK**

## Results of Accessibility for All Conference in Nice March 2003 (1)

- ❑ A “Design for All” mindset needs to be encouraged
  - Awareness of the specific requirements of the disabled community need to be further improved
  
- ❑ Promote the use of ISO/IEC Guide 71 (CEN/CENELEC Guide 6)
  - Need wider use of this guide, “Guidelines for standards developers to address the needs of older persons and persons with disabilities”



## Results of Accessibility for All Conference in Nice March 2003 (2)

- ❑ **Cheaper standards - especially for research and educational institutions**
  - **Cheaper or even free access to Standards for Academic Research to contribute more effectively to standards setting and generating future markets**
  
- ❑ **Smart homes need accessible interfaces and need to be able to interoperate**
  - **APIs or physical interfaces should address all technologies including assistive technologies**
  - **Proprietary standards currently dominate in this sector; it is important that the needs of ALL are addressed**



## Industry expectations from Standardization (1)

- Liberalization of the market
- Bigger markets
- Openness
- Minimum of technical regulations
- Minimum of political interventions
- As little as possible national influence
- Biggest possible dissemination
- Adequate IPR compensation
- IPR licenses under fair, reasonable & non-discriminatory terms and conditions

## Industry expectations from Standardization (2)

- International standards for the global market
- Standards with market relevance
  - Demands by the market
  - Fulfilling market needs
- Standards are basis for fair competition
- Direct membership & participation
- At lowest cost (price)



## Industry expectations from Standardization (3)

- **Obtain good standards that are :**
  - Not too detailed, but unambiguous
  - Detailed enough in order to allow for multi-vendor operation
  - Modular structure preferred
  - Clearly defined interfaces
  - Technology independence
  - Easily and fast adaptable to new technology
  - Useable in different networks



# Why work in standards?



Understand risks associated with standards



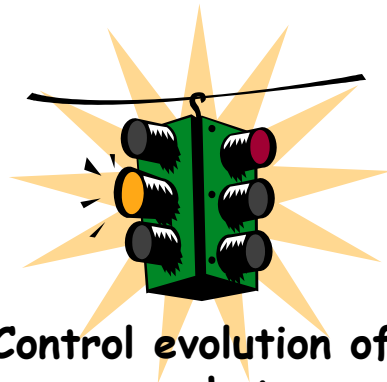
Save money and avoid wasted R&D



Innovate



Build credibility with customers



Control evolution of market



Be seen as a leader



"Open the box"

**In summary: Create a more favourable environment in which to do business**

ETSI's experience has clearly proven...



The Future is built  
through Partnership

## For more information...

□ **ETSI web site:** <http://www.etsi.org/>

- general public information concerning ETSI
- free standards download  
<http://pda.etsi.org/pda/queryform.asp>
- promotional aspects



□ **ETSI portal:** <portal.etsi.org>

- designed primarily for "standards practitioners"
- easy access to data for each technical body
- customized information retrieval for each technical body
- access to working documents and ETSI applications and databases

□ **infocentre:** [infocentre@etsi.org](mailto:infocentre@etsi.org)

Thank you

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