

2011 M-Enabling Summit to Showcase Global Emerging Market for Mobile Apps and Services for Seniors and Persons with Disabilities

ATLANTA, GA (October 13, 2011) – The M-Enabling Summit, first mobile industry event exclusively dedicated to accessible and assistive applications and services for seniors and persons with disabilities, will bring together leaders in the global emerging mobile accessibility eco-system to foster discussion and decision-making at the intersection of mobile technology, aging and disability, and policy in the United States and abroad. The Summit will be held in Washington D.C. from December 5-6, 2011 at the Gaylord National Resort and Convention Center (National Harbor). The Summit's Inaugural Briefing Session, hosted by the FCC – Federal Communications Commission, will cover the latest legislative and regulatory steps taken by the United States and other countries on mobile accessibility. The event is presented by the Global Initiative for Inclusive Information and Communication Technologies (G3ict) and E.J. Krause & Associates, in cooperation with the ITU - International Telecommunication Union and the FCC.

"More than 5.4 billion mobile phones are in service today while, according to the latest WHO-World Bank Report on Disability, 1 billion persons live with disabilities - 54 million in the United States alone - including a large proportion of seniors," said conference co-organizer Axel Leblois, Executive Director of G3ict. "The M-Enabling Summit will be the first opportunity for all stakeholders involved to participate in a groundbreaking sharing of experience among mobile industry, private sector leaders, senior and disability organizations, IT professionals, operators, apps developers, government, and accessibility experts."

With more than 60 speakers invited and high-caliber participants such as AT&T, RIM/Blackberry, Verizon Communications, Code Factory, Deque Systems, LucyTech, CTIA – The Wireless Association, W3C, DAISY Consortium, Coalition of Organizations for Accessible Technology, American Association of People with Disabilities, American Federation for the Blind, Telecommunications for the Deaf and Hard of Hearing, Abilities! and the Nathaniel H. Kornreich Technology Center and more, the M-Enabling Summit will cover topics relevant to all aspects of mobile accessibility. Key speakers include FCC Chairman Julius Genachowski, ITU Secretary-General, Dr. Hamadoun Touré, United Nations Committee on the Rights of Persons with Disabilities Inaugural Chairperson, Mohammed Al-Tarawneh.

Multi-track conference sessions and an exclusive showcase will highlight the many innovations addressing the specific needs of users living with different types of disability, as well as major emerging market opportunities, such as applications for travel and tourism, cloud-based assistive technologies, solutions for learning and cognitive disabilities, special education and emergency response. Also, of interest to many mobile stakeholders, dedicated sessions will present cutting-edge design methodologies for accessible mobile apps and mobile websites and how to leverage the know-how and experience of persons with disabilities in designing accessible and assistive mobile products and services which benefit all users.

"Bringing the core mobile industry eco-system to adopt and promote accessible and assistive solutions and services for seniors and persons with disabilities is essential to their success," said Ned Krause, CEO of E.J. Krause & Associates. "We will contribute our many years of experience in the mobile industry to ensure that developers, service providers, handset manufacturers, assistive and accessible technology experts from all horizons can further expand their opportunities by interacting with a global audience of motivated decision makers."

The 2011 M-Enabling Summit will be held in parallel and in cooperation with the 2011 mHealth Summit organized by the Foundation of the National Institutes for Health. The Gaylord National Convention Center at National Harbor, which offers state-of-the-art accessible conference and exhibit facilities, will host both events in contiguous spaces. All participants to the mHealth Summit and the M-Enabling Summit will have full access to each other exhibits and to jointly-promoted sessions.

For more information on the 2011 M-Enabling Summit, visit http://www.m-enabling.com

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About G3ict

G3ict – Global Initiative for Inclusive Information and Communication Technologies – is an Advocacy Initiative of the Global Alliance for ICT and Development. Its mission is to promote and support the implementation of the dispositions of the Convention on the Rights of Persons with Disabilities (CRPD) covering digital accessibility and assistive technologies. Participating organizations include industry, the public sector and organizations representing persons with disabilities. G3ict relies on an international network of ICT accessibility experts to develop practical tools, evaluation methods and benchmarks for States Parties, Disabled Persons Organizations and corporations. Since inception in 2006, G3ict has organized or contributed to 85 awareness raising and capacity building programs for policy makers in cooperation with international organizations such as the ITU, UNESCO, UNITAR and the World Bank on all continents. G3ict co-produces with ITU the e-accessibility policy toolkit for persons with disabilities – www.e-accessibilitytoolkit.org – widely used by policy makers involved in the implementation of the Convention on the Rights of Persons with Disabilities. G3ict is funded by contributions from corporations, disabled persons organizations and foundations. Its programs are hosted by international organizations, governments, universities and foundations around the world. http://www.g3ict.org

About E.J. Krause and Associates

Founded in 1984, E.J. Krause and Associates, Inc. (EJK) is one of the largest privately held conference and exhibition management companies in the world. With offices on three continents, EJK produces over 80 events in 16 different industries. EJK's stellar reputation is based on its resolute commitment to excellence in service to its clients.

Since 1986, E.J. Krause and Associates has served the mobile industry by organizing the worldwide EXPO COMM series delivering professional audiences in size, scope and purchasing power, spanning multiple markets in a way that is unmatched by any other event. With over 400,000 participants, the combined attendance of all of the EXPO COMM events provide immediate access to the world's leading carrier service providers as well as the corporate world of enterprise network managers and business users of mobile solutions. http://www.ejkrause.com