

# M-Enabling Summit

Promoting Accessible Technologies and Environments

<http://www.ejkrause.com>

## FOR IMMEDIATE RELEASE

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## M-ENABLING SUMMIT 2018 WILL INSTALL “RAMPS FOR THE BLIND”

**BETHESDA, MD (April 11, 2018)** – Thanks to a new collaboration between RightHear and the M-Enabling Summit, attendees of the **2018 Summit** who are blind or visually impaired will be able to get around and acquire orientation independently during the conference – just like everyone else.

The orientation system that is making this possible is called RightHear and was developed by an Israeli start-up. It will allow its users to get notifications about where they are, what is there, and what is around them as they travel throughout the Summit. The app was first demonstrated in the US last year at **M-Enabling Summit 2017**. Having seen its success, both RightHear and **M-Enabling** agreed to take the partnership to the next level and fully implement RightHear at **M-Enabling Summit 2018**.

*Users of RightHear free app will be able to automatically receive notifications about their current location and their surroundings while they are indoors at the Summit.*



RightHear co-founder and CEO Idan Meir notes, *“RightHear is just like a ‘ramp’ for people who are blind or visually impaired. It enables them to access places independently, just like everyone else.”*

**M-Enabling Summit** is dedicated to promoting accessible and assistive technology for senior citizens and users of all abilities. It is an annual meeting place for all who create and contribute accessible ICT products, services and consumer technologies.

RightHear, a free app available on both iPhone and Android, provides orientation support once users are inside of venues equipped with the RightHear technology. The app alerts users whenever they are near an Accessible Zone and supports orientation once users are inside. RightHear users also hear helpful information about their surroundings. Because RightHear utilizes Bluetooth technology, it works without an Internet connection.

This collaboration is a great example of how technology can create unparalleled opportunities for people who are blind or visually impaired to travel independently and how innovation can help build a more accessible world for all.

For more information on registering for the **M-Enabling Summit**, please visit <http://www.m-enabling.com>

To view the agenda, [CLICK HERE](#)

### About E.J. Krause & Associates:

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### About G3ict:

*G3ict – the Global Initiative for Inclusive Information and Communication Technologies – is an advocacy initiative launched in December 2006 in cooperation with the Secretariat for the Convention on the Rights of Persons with Disabilities at UNDESA. Its mission is to facilitate and support the implementation of the dispositions of the Convention on the Rights of Persons with Disabilities (CRPD) promoting digital accessibility and Assistive Technologies. Participating organizations include industry, academia, the public sector and organizations representing persons with disabilities. Through its division IAAP, the International Association of Accessibility Professionals, G3ict offers professional development training and certification to more than 1,300 members in 39 countries. For more information, please visit [www.g3ict.org](http://www.g3ict.org)*