Mobile Devices in the **Assistive Technology Industry**

Richard Mander

Mobile Devices in the Assistive Technology Industry

Richard Mander Background

- Stanford Psychologist interested in making technology understandable
- Apple, Group Manager Advanced Technology, Interactive Media
- Zanzara, Principal User-centered design of technology products
- Navman, CTO GPS for car, boat, and personal navigation
- HumanWare, CEO Blind, Low Vision, and Learning Disabled devices
- Board member Several startups
- · BigScreenLive, CEO Internet access for seniors
- Interested in making technology work for people
- Universal design is the future
- Blog <u>www.designedfortherestofus.com</u>
 Helping UW Tech Transfer Office explore commercialization of research

Mobile Devices in the Assistive Technology Industry

The Assistive Technology Market

- Markets: How big? Growing? Well served?

- Blindness
 Small percentage of the population
 Slow growth rate
 Well penetrated market. Sympathetic.

- Learning disabled

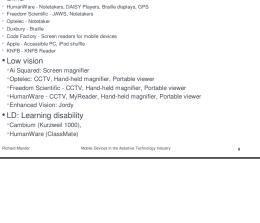
- Augmentative and alternative communication
- Mobility
- Prosthetics
- · Cognitive disability
- Aging?











The major players





Processing power "Text to speech, Voice recognition, Image processing Storage Addition of sensors: accelerometer, camera, video ... Connectivity, bandwidth Positioning: GPS, FM, WiFi, integration PAN: Bluetooth Touchscreen UX Web 2.0 LAMP "Linux, Apache, MySGL, PHP Mobile devices with SDKs - Microsoft, Apple, Palm ... Cloud and SaaS "Storage and server power with no investment Ability to scale on demand It has never been easier than now to create something



Some opportunities

- Color picker for Blind
 Location flashlight for Blind
 Daisy reader for Blind/Low Vision
 Magnifier for Low Vision
 NIMAS reader for LD
 Games

- What are your ideas?

Mobile Devices in the Assistive Technology Industry