



Accessibility

Materiality Assessment Topics: Inclusivity – Access & aging; Innovation

Issue Summary

People have a variety of communication needs, and the information and communications technology industry plays an important role in providing accessible products and services for these needs.

Our Position

For us, accessibility is more than a word. It's a commitment to help all our customers and employees communicate everywhere they live and work by offering a range of innovative and accessible products and services to meet a variety of disability and age-related needs.

Our Action

We provide products and services that meet a variety of needs. For example, accessible smartphones and software enable people with disabilities to use cutting edge technology and experience the many opportunities that modern communications equipment affords. Customers who are deaf, hard-of-hearing or have speech loss benefit from Text Accessibility Plans (TAP) which were designed with input from the disability community and only include texting and data and not the voice minutes that they cannot use.

Corporate Accessibility Technology Office and Chief Accessibility Officer

Accessibility has always been one of AT&T's core commitments and in 2012 we launched the Corporate Accessibility Technology Office to promote accessibility in our products and services. A newly appointed Chief Accessibility Officer will lead the new office and will also add defined accountability into the corporate governance structure to advance AT&T's efforts in this important field.

Universal Design Policy

As a leader in the field of technology access, we embrace Universal Design. We encourage app developers and handset manufacturers to consider the needs of seniors and customers with disabilities when designing products and services by following Universal Design Principles. We made our Universal Design methodology available on our website, hoping to increase the number of innovative and accessible products and services.

AT&T's Advisory Panel on Access & Aging

We stay close to the needs of customers with disabilities thanks to our ongoing work with the disability community and the Advisory Panel on Access & Aging (AAPAA). Comprised of national leaders in assistive technology, aging and cross-disability issues, AAPAA provides disability-related advice and counsel to our subsidiaries, affiliates and leadership teams. This expert panel meets regularly with business unit leaders from across the company (from AT&T Labs, to marketing to diversity) and provides ongoing



input on accessibility efforts. [Read more](#) about AAPAA.

Innovation

We not only offer products and services that improve our customers' communications access, but we help other companies and startups to improve access through innovative initiatives such as the release of AT&T's Speech APIs. This tool will enable app developers around the world to improve accessibility by adding AT&T's WatsonSM speech recognition and text-to-speech technology to a wide range of products and services.

We also introduced the innovative U-Verse Easy Remote App, which makes it easier for U-verse TV customers, including those with disabilities such as vision and hearing loss, to control their TV. The app enables customers to easily use their smartphones or tablets as a U-verse remote control and includes a voice initiated remote control, voice search and other accessibility features such as multiple screen color, button and font size choices, voice initiated remote control, voice command feature, gesture commands and one-touch access to closed captioning.

Customer Call Centers

We operate dedicated customer care centers to assist people with disabilities, including the National Center for Customers with Disabilities

for AT&T Mobility and the AT&T Sales and Service Centers for Disability and Aging for our landline customers.

These centers can arrange for customers to receive bills in an alternate format, such as Braille or large print, and can advise customers with hearing, vision, mobility and/or speech disabilities about equipment, accessories, features and calling plans.

We now have centers dedicated to serving the disability and aging markets across our entire wireline footprint. Additionally, we now provide a Click-To-Chat option for all customers, though it may be especially beneficial to customers who are deaf or hearing impaired.

Workforce Inclusion

We provide our employees with the resources and tools they need to do their job and have taken a number of steps to create a diverse workforce. Through our Project CapABILITY initiative we have trained and attracted new employees with disabilities in distribution centers around the country. We also have an established relationship with Career Opportunities for Students with Disabilities and have enhanced our programs to recruit college graduates with disabilities. To learn more about our diverse workforce, please visit our [Workforce Diversity Issue Brief](#).