M-Enabling Summit 2013:
Opening a New Window of Market Opportunities

Second Annual
M-Enabling Summit
June 6-7, 2013

http://www.ejkrause.com

FOR IMMEDIATE RELEASE

BETHESDA, MD., Dec. 17, 2012 — Leaders of the Mobile Industry, Senior Citizens organizations, Disability Advocates and the Federal Communications Commission (FCC) will kick off the Opening Session of the **2013 M-Enabling Summit**, the only global conference dedicated exclusively to mobile technology, apps and services for senior citizens and users of all abilities.

The second edition of the **M-Enabling Summit** will set a platform for breaking technological developments and future innovations in smartphones and tablets featuring accessible and assistive solutions. The mobile industry conference and showcase will be held in cooperation with the Federal Communications Commission (FCC) in Washington, D.C., **June 6-7, 2013.**

With more than one billion potential users worldwide, accessible and assistive solutions are at the forefront of the mobile industry as a whole, and offer a tremendous marketing opportunity. These solutions are changing the way consumers, especially seniors and persons with disabilities, interact with mobile computing devices. Solutions, such as text-to-speech, voice recognition, Near Field Communication or GPS technology, also benefit all mobile users dealing with complex tasks or environmental and situational limitations.

"The many innovations of mobile manufacturers and operating system vendors to enhance user interfaces and the power of assistive applications on tablets and mobile phones are a significant market driver opening entirely new segments for manufacturers and mobile service providers alike," said Ned Krause, CEO of E.J. Krause and Associates. "Promoting M-Enabling Solutions is definitely the next frontier for the mobile industry around the world."

M-Enabling Summit 2013 will cover the ins-and-outs of leveraging the latest mobile operating systems, including iOS5, Windows 8, Android and Blackberry os10. This continual expansion of smartphones and tablets opens unprecedented opportunities by offering powerful "anywhere anytime" accessible interfaces and assistive solutions for users of all abilities. Apps developers, organizations of persons with disabilities, rehabilitation professionals, special educators, senior citizens service providers and community organizations will share their experiences in promoting the adoption of mobile solutions with mobile service providers and equipment manufacturers.

"The second **M-Enabling Summit** comes at a unique time when technology innovation, market trends and the creativity of app developers and service providers are fostering technology adoption among senior citizens and users of all abilities in unprecedented ways," said Axel Leblois, Founder and Executive Director of G3ict, the Global Initiative for Inclusive Technologies. "M-Enabling solutions are breaking barriers to technology usage which previous generations of technology could not achieve, opening new possibilities for numerous users with specific mix of requirements and professionals in special education, rehabilitation services and senior citizen care services."

Convening in Washington, D.C., the **M-Enabling Summit 2013** is the only gathering of U.S. and international leaders of the global ecosystem supporting accessible and assistive mobile solutions. The event is expected to draw more than 600 participants from at least 40 countries, as well as substantial participation from leading international mobile service providers, policy makers, apps developers and manufacturers.

Comprised of the latest developments, innovations, market drivers and emerging opportunities, the **M-Enabling Summit** is a must-attend international conference and showcase.

For more information please visit: http://www.m-enabling.com

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About G3ict

The 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 its inception in 2006, G3ict has organized or contributed to more than 120 awareness raising and capacity building programs for policy makers in cooperation with international organizations such as the ITU, UNESCO, ILO, 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 60 events in 16 different industries. EJK's stellar reputation is based on its resolute commitment to excellence in service to its clients.

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