

A customer story from O₂

O₂ and RNIB's vision for the future

The Royal National Institute of Blind People (RNIB) has been helping those impacted by sight loss for over 150 years. They understand the need and opportunity for technology to positively support and transform the lives of its customers. Which is why they combined their knowledge and experience with O₂'s proven capability for tech innovation, in a partnership that is helping to make life-changing technology affordable and accessible to as many people as possible.

RNIB Supporting people
with sight loss

more
for you **O₂**

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Almost two million people in the UK are affected by sight loss. From deteriorating sight due to age, illness or accidents, through to those born without sight, RNIB provides a point of help, support and relief for every one of them. Traditionally, both adults and children looking to access books and newspapers would need a customised desktop PC or specialised large print or braille books. New technology has changed that.

With O₂, RNIB has been able to supply its customers with devices and software that enables access to a world of content with their solutions: RNIB In Your Pocket and RNIB Bookshare.

A world of news and culture In Your Pocket

Reading books or accessing newspapers is one of those comforts we often take for granted. For those affected by sight loss, however, the process to enjoy the written word used to be a slow process, relying on recordings of readings or print runs using increased font sizes. Spontaneous reading on the go, especially for real-time content such as newspapers, was difficult and often not an option.

New advances in technology have begun to grant many visually impaired people access to a variety of content, but for a lot of RNIB customers, new technology can be difficult or overwhelming. Especially when they have little knowledge or experience using mobile devices and applications.

RNIB In Your Pocket seeks to empower these people and provide them with simple, immediate access to a wide array of content including newspapers, podcasts and books. Supported by an affordable O₂ tariff, RNIB provides smartphones that sight-impaired users can activate with one press of a button, followed by a large number of simple natural speech commands. The device then reads information out to the user directly from the written text, providing intuitive prompts to allow quick and seamless navigation.

O₂ have helped to make RNIB In Your Pocket inclusive and accessible to all by ensuring users have reliable and consistent network coverage – all at an affordable price.

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Getting children with sight loss on the same page

School can be difficult for visually impaired children. Some may struggle to access the same books as their peers, while others have a need to carry awkward large-print bindings. It's important that children of any age do not feel excluded, but supported and encouraged, to ensure they can achieve their best.

With the help of O₂, RNIB Bookshare has become even more accessible – a free online service delivering access to over 240,000 titles to schools and colleges in the UK, specifically for dyslexic, partially sighted or blind learners. By collecting all of these books

in a single location, Bookshare provides an independent learning experience that enables visually impaired students of all ages to read and learn along with everyone else in their class.

O₂ and RNIB have been able to offer subsidised iPads and tariffs to visually impaired children so that by using these devices with RNIB Bookshare, users can have portable, immediate access to all of the books and texts needed for their curriculum. One device and one platform designed for all of their learning requirements.

A vision for the future

O₂ has always believed that the power of technology must be open to all. That's why we champion IT that's accessible, affordable and inclusive. This can be seen through our work with RNIB, where we aim to reach thousands of people across the UK with In Your Pocket and Bookshare. By continuing to use our

experience in innovative technology for the RNIB, we see remarkable potential to deliver solutions that can truly help people.

If you want to know more, then please get in touch on **0800 955 5590**, at **o2.co.uk/enterprise**

