

Press Release

For immediate release 2 February 2011

Consumer Panel comment on GARI launch

Commenting on the launch in the UK today of the Global Accessibility Reporting Initiative (GARI), Communications Consumer Panel Chair Anna Bradley, said:

“The launch of the GARI scheme in the UK has considerable potential to improve the information available about the accessibility features of mobile phones. This can only make it easier for consumers to find the most suitable mobile phone for their needs. Our new research report, *Making mobiles easier to use*, shows that making it easier to use mobile phones will benefit everyone, including older and disabled people. That’s why we are calling on manufacturers to sign up to the scheme, and work together to develop it further, and on retailers to make it available to consumers through their stores and websites.”

Ends

CONTACTS

Consumer Panel Media Adviser Siân Evans on 07713997510 or 020 7981 3798

NOTES TO EDITORS

The Communications Consumer Panel was established to advise Ofcom on the consumer interest in the markets it regulates. The Panel is independent and sets its own agenda. Visit www.communicationsconsumerpanel.org.uk for more information.

The Panel’s members appointed by Ofcom are:

- Anna Bradley (Chair)
- Fiona Ballantyne (member for Scotland)
- Colin Browne
- Roger Darlington (member for England)
- Maureen Edmondson (member for Northern Ireland)
- Bob Warner

Easier to use mobile phones is available on the Communications Consumer Panel website www.communicationsconsumerpanel.org.uk

The Global Accessibility Reporting Initiative (GARI) a new global information service to help people with disabilities or functional limitations to find suitable mobile phones.