<div style="border:1px solid black">

Japanese Special event
" Card with the support request "
transforms equipment, being easier-to-use.

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Everyone come and see!

IEC (International Electrotechnical Commission) Tokyo meeting will be held in TOKYO INTERNATIONAL FOURUM with the theme Co-existence and Sustainability - "Integration toward a Smarter World" from 4 to14 November 2014.

1. Where?
You can experience using the "Support request card" which transforms the equipment being it easier to use, at the reception area in the business center.

2. Problem?
As for recent IT equipment, operations are getting too complicated as the functionally improves. On the other hand, personal computers and smart phones have improved features for accessibility. However, when aged people and people with special needs get to choose a support function from some of the equipment accessibility features and to set it, it is not always a simple task.

3. Solution!
We would like to propose that when the set of special needs are stored into the media (like a card) for the person, it becomes possible to perform functions more easily by showing the contents of media to IT equipment as the first processing. The IT equipment can then support the person's operation using available features of the equipment after reading the special needs in the media.

That is, the automatic setting of the individual's exclusive use accessibility feature becomes possible. In the experiment this time, it is using a card and a smart phone (by using 'card emulator mode') as the media.

Enhanced Terminal Accessibility (ETA)

4. How to experience it?
Firstly, you enter your name and email-address in the reception desk of the experiment.

Next, you can choose a contactless IC card which is used for both of the digital-signage and the electronic restaurant menu. Such a card has been

recorded with the special-needs combination of a language and support for your experience. We can lend you more than one card if you want to experience the different combination of special-needs.

5. What kind of equipment for your experience?

You can experience that display change according to the various languages and the support according to the special-needs at the each digital signage (The contents of displaying are different respectively) near the reception desk.

Type of ATM card is IC Card with contacts which is used for financial transactions in the world widely now.   For the management of the cards in the experiment of the ATM corner, you receive the cards from the instructor directly and return them to instructor after the experience.

The restaurants of the experiment of the electronic menu are separate area from the reception desk but they are shown with the digital-signage, the location and the guide of the restaurant which can be experienced in the Tokyo International Forum.

If you want to continue using the card after the experience, you may keep the card for electric menu during your stay.   But, if you have more than one card, please keep one at hand as the principle and return the remainder to the reception desk.

6. Return all cards

Return all cards to the collection desk(Close to DS3) when all use ends.
We will give you the special souvenir card instead of all returned cards, and the pamphlet which is described detail of the experiment.

Please ask without hesitation when you would like to know more information for our experiment.
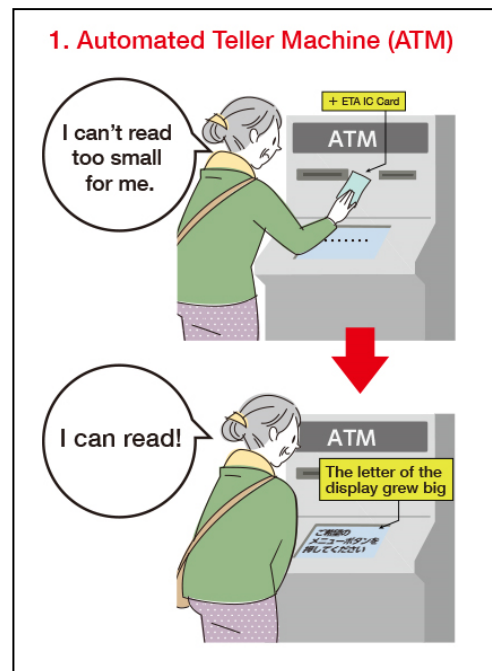
7. Experience!

You can experience that "transforms equipment, being it easy-to-use" at the following equipments.

7.1 ATM

When inserting the IC card with recorded special-needs in the reader of the ATM, you can experiment, using an imitation-bill, with the specified languages (Japanese, English, French and German) of the special-needs.

Special-needs, which are easy to operate by aged-persons and visually-disable-person, such as "enlarge the displayed character" , " make the operation slower " and "explanation using sound guidance" are automatically set.
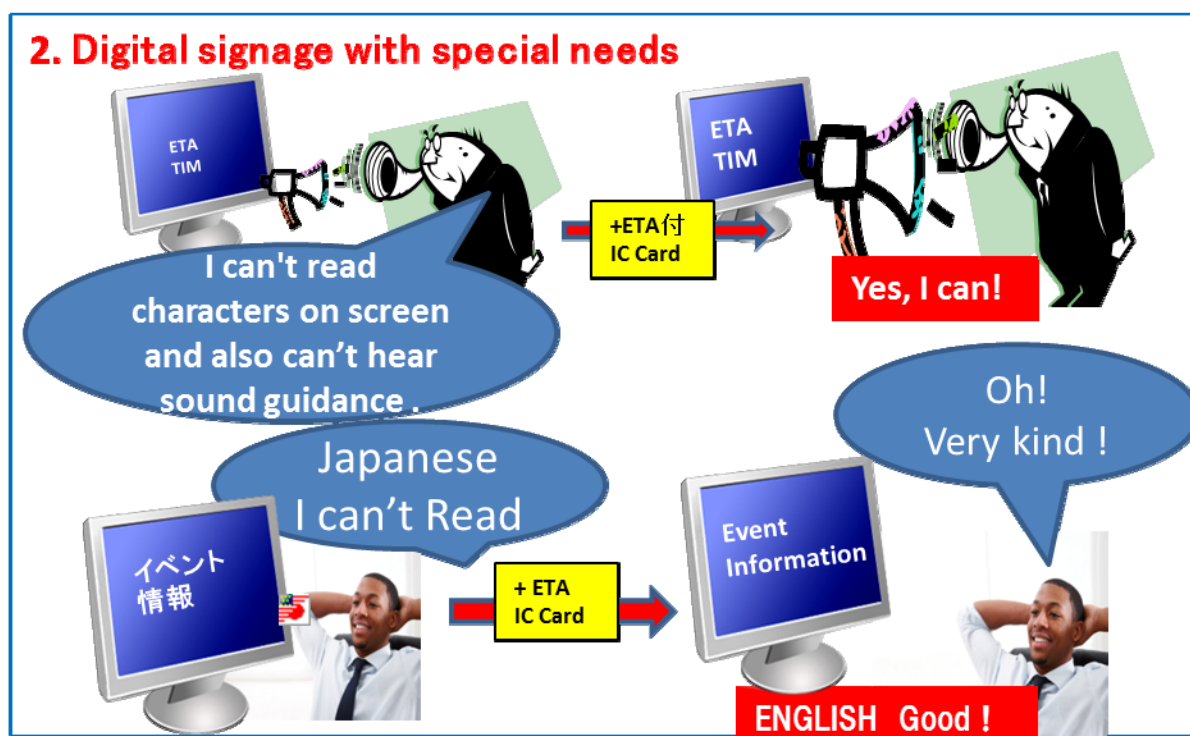

1. Automated Teller Machine (ATM)

7.2 DIGITAL SIGNAGE

Conventional digital-signage (the electronic advertisement) can display only. However, when you touch the Support request card to the reader, for both of the digital signage and the electronic restaurant menu, the language (Japanese, English, French, German, Chinese and Korean) on screen are changed by the special-needs.

Also, it automatically sets your preference environment; for example, displayed characters are bigger, monochrome displaying and display characters are read instead of on screen character.
IWATA UD(Universal Design) Font, easy to read, is used.

2. Digital signage with special needs

7.3 ELECTRIC RESTAURANT MENU

You can use the electronic menu using IC card with special-needs at some restaurants in TOKYO INTERNATIONAL FOURUM.

When you touch the Support request card to the reader, which is the same as the digital-signage, the language (Japanese, English, French, German, Chinese and Korean) on screen are changed by the special-needs. Also, it automatically sets your preference environment, for example, displayed characters are bigger, simplified background of characters and display characters are read instead of screen character.

8. Another experiment: Tactile Identifier Mark (TIM)

For the cards for this experiment, visually impaired cardholders can identify the card by touching the mark (consists of 3 braille) in the lower right on a card. Aged person and the visually- disable -person can recognize the mark of the card and feel that it is possible to use of the card surely and safely because it can be touched with the finger and the direction-of-insertion to the equipment can be understood.

This mechanism is based on ISO/IEC 7811-9: Tactile Identifier Mark.

9. Come and see!

We hope that you will be able to experience the Support request card by visiting our experiment.

We will be waiting for you in the business center

Japan Business Machine and Information System Industries Association

Contact us

Technical comments and suggestions

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