



PUBLIC NOTICE

Federal Communications Commission
445 12th St., S.W.
Washington, D.C. 20554

News Media Information 202 / 418-0500
Internet: <http://www.fcc.gov>
TTY: 1-888-835-5322

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FCC EXTENDS DEADLINE FOR NOMINATIONS FOR THE FOURTH CHAIRMAN'S AWARDS FOR ADVANCEMENT IN ACCESSIBILITY (CHAIRMAN'S AAA) AND INVITES THE SUBMISSION OF ADDITIONAL INFORMATION
New Deadline for Nominations is March 20, 2015

Washington, D.C. – The Federal Communications Commission (FCC or Commission) is extending the deadline for the submission of nominations for the Chairman's Awards for Advancement in Accessibility (Chairman's AAA) to March 20, 2015. In addition, the Commission is issuing this public notice to encourage parties to submit additional information with their nominations to assist the Commission in its review process. Parties making nominations now have the option of including references to consumer reviews of products and services, and links to videos on a website that demonstrate their innovations. If parties have already submitted a nomination, parties may resubmit their nomination to include this additional information.

The Chairman's AAA is an FCC project coordinated by the Commission's Accessibility and Innovation Initiative (A&I Initiative) to grant awards to outstanding private and public sector ventures designed to advance accessibility for people with disabilities. The Commission initially invited nominations for these Awards by public notice released on December 22, 2014.¹ Nominations are being accepted for products, services, technologies or practices introduced to the public between January 1, 2014 and December 31, 2014. The original deadline of March 5, 2015 for receipt of these nominations is now extended to March 20, 2015.

The Chairman's AAA is designed to recognize the efforts of individuals, organizations, academics, companies and government agencies to make communication tools easier to use and more accessible to people with disabilities, and to encourage technological innovation and accessibility in communications and video programming related areas. Nominations may be submitted, for example, for the development of mainstream or assistive technologies introduced into the marketplace, the development of standards, and the implementation of best practices that foster accessibility. Nominations will be accepted in the following eight categories:

- CAPTCHA Alternatives
- Internet of Things
- Wearable Devices
- Real-time Text
- Teleconferencing/Direct Communication
- Video Description

¹ See *FCC Seeking Nominations for the Fourth Chairman's Award for Advancements in Accessibility*, Public Notice, DA 14-1880 (rel. Dec. 22, 2014).

- Augmented Reality
- Miscellaneous

These eight categories are more fully described as follows:

Augmented Reality – This technology provides a live view of a physical environment in which elements are supplemented by computer-generated output such as sound, video, graphics, text, or GPS data. For example, a mobile app might automatically display a restaurant menu as one travels by it. We invite nominations on innovations using augmented reality to facilitate access by people with disabilities in their daily lives.

CAPTCHA Alternatives –CAPTCHA - or Completely Automated Test to Tell Computers and Humans Apart - protects websites against bots by generating tests that only humans, and not computer programs, can pass. However, CAPTCHA may present accessibility barriers to persons with visual or cognitive disabilities, such as requiring a user to type characters shown in an image. Nominations are being accepted for accessible alternatives.

Internet of Things – More and more everyday objects, such as home appliances, are coming to market with capabilities and controls extended via Internet connectivity and mobile apps. Some of these new products present accessibility issues. Applicants should highlight how the nominated innovation improves accessibility to these Internet-connected devices.

Real-time text – The ability to send and receive text messages as they are being typed, allowing characters to be read before the message is complete, is especially useful for people with hearing and speech disabilities in emergencies, when time is of urgent concern. We seek nominations on real-time text applications that could be integrated into IP-based and other advanced forms of digital and wireless communications.

Teleconferencing/Direct Communication – Innovative ways of communicating via a combination of video, text, and audio can revolutionize the ability of people who are deaf, deaf-blind, hard of hearing or have speech disabilities to communicate directly with others. We invite nominations on novel ways to achieve interoperable teleconferencing to improve direct communication, especially by individuals who rely on sign language, to reduce reliance on telecommunications relay service (TRS).

Video Description – Narrative statements inserted within the natural pauses in a video program’s dialogue enable people who are blind or visually impaired to understand key program elements that are only conveyed visually. We invite nominations on technologies designed to facilitate access to video description, including accessible video devices, such as set top boxes, remote controls, or apps that contribute to automating video description and synchronizing textual descriptions (from a script, for example) with synthetic speech or refreshable Braille.

Wearable Devices – Wearable devices - or “wearables” - are wireless technologies that attach to a person, such as smart watches or glasses. We invite nominations on applications that provide innovative accessible input options, simplify human computer interaction for people with disabilities, or simplify self-care and telemedicine for people with disabilities or chronic conditions.

Miscellaneous –We invite other accessible communication or video programming solutions that do not fit into one of the above categories.

The Chairman's AAA is open to any individual or entity in the public or private sector, or a combination thereof. The following considerations will assist in determining the winners and honorable mentions:

- Whether the nominated effort advancing accessibility was introduced between January 1, 2014 and December 31, 2014;
- Whether the innovation is unique and inventive;
- The disability needs addressed by the innovation;
- The number of people likely to benefit from the innovation;
- How affordable and available the innovation is for its intended users; and
- Whether recognition by the FCC Chairman is likely to foster additional innovation and accessibility.

The winners will be recognized at a ceremony to be held in June 2015. A subsequent announcement will be made of the exact time and location of the Chairman's AAA ceremony.

Individuals may submit nominations on their own or may be nominated by a third party. Each nomination should include a brief description of the innovation, identification of the category of innovation, the date the innovation was introduced, and why the innovation qualifies for the Chairman's Award.

Please send all nominations to: ChairmansAAA@fcc.gov, no later than 11:59 PM March 20, 2015.

Reasonable accommodations for people with disabilities are available upon request. The request should include a detailed description of the accommodation needed and the requestor's contact information. Requests for accommodations should be made as soon as possible. To request an accommodation, send an email to fcc504@fcc.gov or call the Consumer and Governmental Affairs Bureau at 202-418-0530 (voice), 202-418-0432 (TTY).

For questions or inquiries about the Chairman's AAA ceremony, please contact Jamal Mazrui, Deputy Director, Accessibility and Innovation Initiative, via phone (202) 418-0069 or via email at Jamal.Mazrui@fcc.gov or Kelly Jones, (202) 418-7078 or email, Kelly.Jones@fcc.gov, or call the ASL Consumer Support Line, at 1-844-432-2275 via videophone. Inquiries may also be sent to ChairmansAAA@fcc.gov.

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