

# BRIDGING ISOLATION and LONELINESS

Stemming from the belief that access to 3G wireless communications improves people's lives, Qualcomm's Wireless Reach™ initiative works to address the challenge of narrowing the digital divide, closing it in a way that creates programs and solutions that are sensitive and relevant to the unique needs of any given community.

Created as a pilot program in 2005, Wireless Reach has grown into a global initiative with more than 100 partners and 37 projects in 22 countries. With the objective of using mobile broadband to strengthen economic and social development, projects focus on education, entrepreneurship, health care, the environment and public safety. Social inclusion is a core focus of the program.



Family participating in 3G for All Generations in Spain

Patient with amyotrophic lateral sclerosis uses the Magic Eye solution in Portugal

## Portugal's Social Inclusion Initiative

In Lisbon, the Portugal Telecom Foundation and Qualcomm have implemented two projects to promote social inclusion and provide technology solutions for individuals with disabilities. The program provides broadband mobile connectivity, devices, software solutions and training to people with cognitive disabilities – giving them the communication tools they need for mobility and independence.

Project Estrela provides 3G smartphones with HSDPA connectivity on Portugal Telecom's mobile network to 16 resource centers for people with cerebral palsy. The smartphones are equipped with voice synthesis and recognition software and a specific communication facilitator which consists of symbols enabling a person with a speaking disability to communicate either by voice or by text messages. The smartphones facilitate speech and text communications, access to the Internet and use of common software tools, such as Microsoft Office. These devices can play an essential role in the personal life and social inclusion of individuals with cerebral palsy. One young man travels to work everyday and uses his smartphone to communicate since he is unable to speak.

Project Girassol provides smartphones and other mobile equipment to people with severe disabilities who lack financial resources. They can acquire devices and services at a subsidized price and gain access to various types of technologies. Some patients use an application called Magic Eye, which is an eye tracking device employing infrared technology to move a cursor. This technology gives patients the ability to communicate and allows one particular patient to manage her home, author an online blog and care for her son.

## Spain's 3G For All Generations Initiative

The XO, manufactured by a Taiwanese company, is a Linux-based computer. It's the first laptop with a screen that can be used outdoors in full sunlight. The laptop "3G for All Generations" provides social inclusion tools for elderly people. Working with the Vodafone Spain Foundation and the Spanish Red Cross, Qualcomm provides HSPA data cards and HTC, Samsung and Huawei devices which allow the elderly to better communicate and socially integrate themselves with family members and health care providers.

Using a video conference system that works as a TV monitor, a webcam and a phone with mobile broadband Internet connectivity, the elderly can stay connected and interact with their friends, family and caregivers, allowing them to remain independent for a longer time in their own homes. Participants in the program have regular video conference meetings with a Red Cross therapist who guides them through exercises, both physical and cognitive, and asks them about their mental and physical state. Participants' family members also have 3G mobile phones with video conferencing which enables them to communicate with their loved ones. The Red Cross has observed that the new technologies are reducing isolation and loneliness – bringing the elderly closer to family members and friends.

These projects are just a few examples of the ways Qualcomm's Wireless Reach initiative is utilizing 3G wireless technologies to make a difference in people's lives. Our hope at Qualcomm is that, one day, everyone will have the opportunity for access to these life-enhancing services.

Shawn A. Covell Senior Director, Wireless Reach Initiative, Qualcomm