

## Imbuing all our products and services with consideration for the individual customer

However fine a product's performances and functions, it is a failure if it does not take the customers who actually use it into consideration. Inspired by our vision of Universal Design, the Fujitsu Group develops products and services that are easy for anyone, including the elderly and physically challenged, to use. Creation of our products and services begins with an earnest gaze at the individual customer.

### Fujitsu Group Accessibility Concept

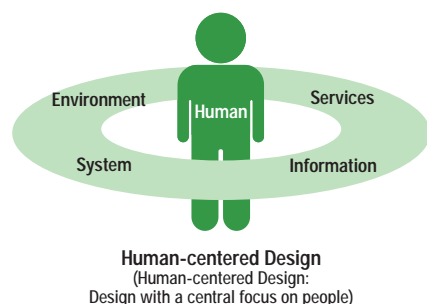
Developing products and services any customer can use easily based on a human-centered design concept

"Human-centered design" means that the Fujitsu Group always designs products and services with maximum concern for the customer's opinions and perspective. We consider it important for products and services to "consider Accessibility,"\*1 which means employing Universal Design\*2 that makes them easy for anyone to use as well as offering superior functions and performance. The key to improving accessibility lies in four concepts we apply to the development of all the Group's products and services:

1. Providing a choice of various methods of operation so that decreased visual or hearing capabilities do not limit use of a product or service.
2. Determining the size, arrangement, operating method, control pressure, etc., to ensure that products respond flexibly to differences in users' constitutions, physical strength, mobility and posture and to the needs of wheelchair users as well as to minimize the burden and fatigue resulting from their use.
3. Ensuring easy presentation of information to avoid misunderstanding or incomprehension due to the user's degree of experience or knowledge or to differences in culture or language.
4. Designing a highly utilitarian interface that increases the user's work safety, effectiveness, efficiency and satisfaction.

\*1 Accessibility: The concept of making environments, facilities, equipment, software and services easier for people, including the physically challenged and elderly, to use in various positions and determining the degree of usability.

\*2 Universal Design: Like Accessibility, a product design concept stressing usability by all sorts of people, or a design developed based on this concept.



### Fujitsu Web Accessibility Guidelines

We are promoting measures to address the "digital divide" (information gap) associated with the use of information machines and equipment and the Internet at the national level. Our overseas bases in 27 countries make their homepages barrier-free and create homepages with Accessibility taken into consideration so that everyone, including the physically challenged and the elderly, can use them comfortably. We have developed and distributed an original set of Fujitsu Accessibility Guidelines clarifying the perspective on Accessibility to be adopted by homepage producers as part of efforts to extend Accessibility throughout society.

[www.fujitsu.com/webaccessibility/](http://www.fujitsu.com/webaccessibility/)

### Representative examples of Universal Design

#### Product and Services Accessibility

##### FACT-V

An ATM that is easy for anyone to use

##### Rakuraku PC

A PC permitting secure operation by elderly people who are novice PC users

##### @Expansion Tool

A tool for increasing the font size when text on a PC screen is too small to read easily

##### Gannosuke

Software that supports unhindered Netsurfing by the visually challenged

##### Rakuraku Mail

e-mail software for the physically challenged and children

##### Rakuraku Telephone

Everyone can enjoy cellular phone convenience with the F671IS, which can be used easily by anyone.

##### Hiragana Navi

A tool for navigating the Internet using the Japanese hiragana syllabary

### Fujitsu Office Machines

PC seminars for the elderly

### Fujitsu Learning Media

A "Senior IT Advisor" PC seminar for the elderly certification system

### Fujitsu Social Science Laboratories

"Web Core," a web site construction tool for self-governing bodies

### Eastech Corp.

A PC school for people with visual or hearing challenges

## Inquiry window

Inquiry window for Fujitsu personal products:

**0120-950-222 (toll free)**

Calls to the inquiry window concerning Fujitsu personal products are channeled to the appropriate service window, depending on the caller's consultation concern:

Before purchase, after purchase, malfunction/repair, service contract, peripheral equipment, printer, personal OASYS series, etc.

Please refer to our homepage for information concerning Fujitsu services and products.

### Services & Product

[globalservices.fujitsu.com/services](http://globalservices.fujitsu.com/services)

### FMWORLD.NET

Personal customers:

[www.fmwORLD.net/contact.html](http://www.fmwORLD.net/contact.html) (only Japanese)

Corporate customers:

[fmwORLD.net/biz/contact.html](http://fmwORLD.net/biz/contact.html) (only Japanese)

