Increasing ICT Accessibility

To achieve a society in which the access to ICT is unaffected by regional or age disparities, or the existence of handicaps, so that all benefit equally from the advantages of ICT, we are actively promoting upgraded information communication networks and universal design.

Our Basic Stance

The number of the world's Internet users has topped two billion, and ICT has become an essential part of the infrastructure that supports daily life. In stark contrast, however, broad-band Internet has hardly penetrated developing nations, and this information disparity (the so-called "digital divide") is a factor hindering economic development.

Fujitsu is introducing a number of initiatives to break down this digital divide so that all people of the world can have speedy access to information and an equal chance of making economic progress.

Example 1

Completion of an Indonesia Submarine Optic-Fiber Network

Fujitsu has collaborated with the German cable maker Norddeutsche Seekabelwerke GmbH (NSW) to complete the first Indonesian high bandwidth communications network, which links the islands of Java, Bali and Lombok, and Kalimantan and Sulawesi.

This "JaKa2LaDeMa" project provides PT Telekomunikasi Indonesia with some 1,800km of high-capacity submarine cable and forms the infrastructure to support the Internet and the transmission of video and other data to the great benefit of daily life for the Indonesian people.

Installing the communications system

Example 2

Helping to Build China's ICT Infrastructure

Fujitsu has provided China Mobile Communications Corporation with over 500 units of UNIX servers and storage systems to handle massive amounts of data such as subscribers' information and billing for its 600 million-plus subscribers.

Fujitsu is providing highly reliable ICT infrastructure platforms to customers in telecommunications, education and government sectors throughout China. They are used for systems such as business support systems, business analysis systems and network control systems. Fujitsu will continue to provide highly reliable products and solutions in the Chinese market as a global ICT partner.

Example 3

Scanner Sales Network Expands in Africa and China

PFU provides "fi-Series" professional document scanners for businesses that want to digitize large quantities of paper documents. Through a network of partners across the world it sells and supports in 185 countries and regions enabling it to achieve the leading market share globally. More recently, the demand for professional document scanners has been increasing in African nations such as Nigeria,Ghana and Gambia, driven by the adoption of electronic document processing by government and financial institutions. PFU's fi-Series has played an important role as an introduction of ICT.

Through stronger cooperation with distributors and resellers the distribution network across Africa was extended in 2010 to cover 46 African nations that can now benefit from the business efficiency and productivity gains brought about by using PFU's fi-Series scanners.

The National Bureau of Statistics of China also chose 1,700 Fujitsu Group scanners and Chinese-language OCR software for China's Sixth National Census Project from November 2010, and the census benefitted from accurate and rapid preparation of the statistics.

Explaining products at a meeting in Ghana

Example 4

Telemedicine System Trials in Laos

Fujitsu, with support from Asia-Pacific Telecommunity (APT, an Asian international communications organization), has helped the move towards e-government in Laos. One step in this is, for example, constructing basic infrastructures for the introduction of a database at a central hospital and the opening of access points at provincial hospitals so that medical records/information can be shared. We are also working on constructing systems for an ICT environment that will support doctors in remote regions by enabling them to consult with colleagues via web-based teleconferencing and the two-way transmission of image data.

We will be using the knowhow acquired in this way to benefit the move to e-government in developing countries.

A telemedicine trial

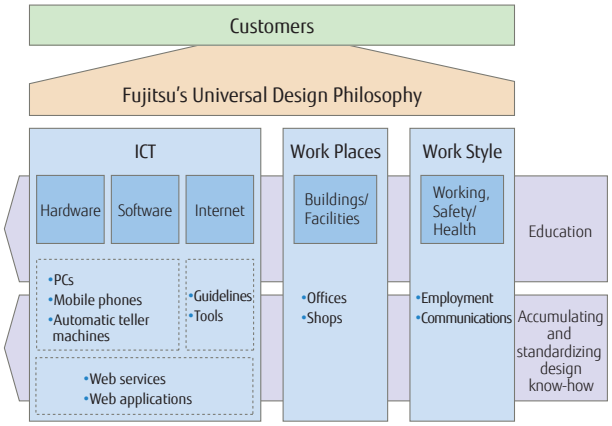
Universal Design–Equal Opportunities for All

The Fujitsu Group recognizes its social responsibility to create an environment that provides equal opportunities for a diverse range of people to use ICT effectively. With this in mind, we are working to promote universal design.

The Fujitsu Group positions universal design as an important corporate management strategy and we are proactively implementing it to meet our social responsibilities. By taking advantage of these results in our products and services, we will improve society's productivity, increase our customers' level of satisfaction, and contribute to their businesses.

WEB Fujitsu Design Policy
http://www.fujitsu.com/global/accessibility/policy/

Fujitsu Group ICT Universal Design Policy



Example 1

Communications with Society

The Fujitsu Group is active not only in using universal design for its products and services but also in publicizing its efforts to as many people as possible.

- Fujitsu submits its corporate website to JIS audits and is committed to improving its accessibility so as to reach the JIS "AA" standard.
- Fujitsu participates in the International Conference for Universal Design, which publishes research and introduces practical examples to encourage a society with high levels of universal design. There, the Fujitsu Group shares its attitude and collects messages from participants on the theme "Universal Design for Tomorrow" for publication on its website.

Messages from participants

WEB Messages on Universal Design for Tomorrow
http://jp.fujitsu.com/group/fdl/activities/ud2010/message_global.html (in Japanese)

Example 2

Raku-Raku (Easy-to-Use) Mobile Phones and PCs

The Raku-Raku Phone, a mobile phone whose delivery to NTT Docomo began in 2001 and proved very popular, achieved total shipments of over 19.3 million units through March 2011 as a simple-to-use design featured product incorporating multiple functions.

We also released the Raku-Raku PC series in 2008. These PCs include a Raku-Raku keyboard that allows the user to recognize at a glance the characters they want to input and features the Raku-Raku menu, which allows the user to start work immediately. These products strive for ease of use, simplicity, and user confidence and are optimal as products for senior citizens and beginners.

WEB Fujitsu Mobile Phone Products (in Japanese)
http://www.fmworld.net/product/phone/

WEB FMV Raku-Raku Personal Computers (in Japanese)
http://www.fmworld.net/fmv/rakuraku/

Example 3

A Mobile Phone Application for Children with Special Needs

Children with special needs, including those with learning disabilities and autism, need support in learning to tell the time, communicate, think ahead and write letters.

Fujitsu has developed an application for the mentors and guardians of such children that consists of three modules for mobile phones: "Timer," "Picture Card" and "Handwriting" to help with living and learning. The children's understanding of the time, messages to be conveyed, and the order of strokes in writing Japanese characters are all helped by using color filters and vibration, etc., that take disabilities into account. The application can be downloaded free of charge from the Fujitsu website.

The application was developed by Fujitsu and tested in collaboration with Kagawa University's Faculty of Education (Sakai Lab), which is actively involved in employing ICT in education and support applications. After the tests, functionality and user-friendliness were further improved.

This initiative was recognized when Fujitsu was awarded the fourth Kids' Design Award in July 2010 and the Universal Design Award 2011 in March 2011.

WEB A mobile phone application for Children with Special Needs
http://www.fujitsu.com/global/news/pr/archives/month/2010/20101029-01.html