

# M-Enabling Summit

Promoting Accessible Technologies and Environments

<http://www.ejkrause.com>

---

## FOR IMMEDIATE RELEASE

### Contact:

#### USA:

**Pat Tessler**  
E.J. Krause & Associates  
[tessler@ejkrause.com](mailto:tessler@ejkrause.com)

**Kara Krause**  
E.J. Krause & Associates  
[kl.krause@ejkrause.com](mailto:kl.krause@ejkrause.com)

## M-ENABLING SUMMIT ANNOUNCES 2019 PROGRAM HIGHLIGHTING DIGITAL ACCESSIBILITY AND USERS' EXPERIENCE

**BETHESDA, MD (January 29, 2019)** – The organizers of the **M-Enabling Summit** are pleased to announce the theme of the 2019 event, *"Accessibility: Transforming Users' Experience."* During the past eight years, the **M-Enabling Summit** has established itself as a leading global conference for empowering accessible technologies, with its primary focus on next-generation innovation and breakthrough solutions for seniors and users of all abilities.

New accessible technologies are rapidly transforming the way users interact with digital interfaces. In a dramatic paradigm shift, alternative modes of communication and assistive solutions are being made available to all users at an even-lower cost due to the considerable economies of scale of the global mobile marketplace. Speech recognition, artificial intelligence, image interpretation, IoT solutions, robotics, Augmented Reality, localization and wayfinding services, for instance, are embedded in an increasing number of applications and services available to users.

What impact do these trends have on mainstream consumer products and services? How are persons with disabilities and aging users benefitting from these trends? How can large organizations in both the public and private sectors adjust to new consumer expectations? How do we optimize these new interfaces from an accessibility and usability standpoint? What further disruptive accessibility innovations are to expect? The 8th **M-Enabling Summit** will bring to its participants a new array of resources and responses to answer these pressing questions.

The **M-Enabling Summit** conference, known for featuring high-level speaking panels, will be comprised of influencers from industry, government and civil society organizations. Throughout the 3-day event, the upcoming edition will address the above topics in dedicated thematic sessions, as well as technical training sessions, presented by the International Association of Accessibility Professionals (IAAP).

The conference will also be accompanied by a product showcase, featuring 40+ exhibitors with enhancing products and services for the market.

The 8th edition of the **M-Enabling Summit** will be held on June 17-19, 2019 at the Renaissance Arlington Capital View Hotel, in Washington, D.C.

### About E.J. Krause & Associates:

*For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. EJK excels in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)*

### About G3ict:

*G3ict, the Global Initiative for Inclusive Information and Communication Technologies, is an advocacy initiative launched in December 2006 in cooperation with the Secretariat for the Convention on the Rights of Persons with Disabilities at UNDESA. Its mission is to facilitate and support the implementation of the dispositions of the Convention on the Rights of Persons with Disabilities (CRPD) promoting digital accessibility and Assistive Technologies. Participating organizations include industry, academia, the public sector and organizations representing persons with disabilities. Through its division IAAP, the International Association of Accessibility Professionals, G3ict offers professional development training and certification to more than 1,300 members in 39 countries. For more information, please visit [www.g3ict.org](http://www.g3ict.org)*