Bones

„Ich möchte gegenwärtig nicht in der Haut eines Herstellers von Daisy-Geräten stecken.“
- Wolfgang Hubert, Mai 2009, Programmierer, blind

„I currently would not want to be producer of Daisy players.“
- Wolfgang Hubert, May 2009, programmer, blind

Daisy software goes everywhere. So, why still making dedicated Daisy players in hardware?

(Hint: We continue to do so, and introduce an additional product today)

1. Any fundamental change?

The 4 basics don‘t change

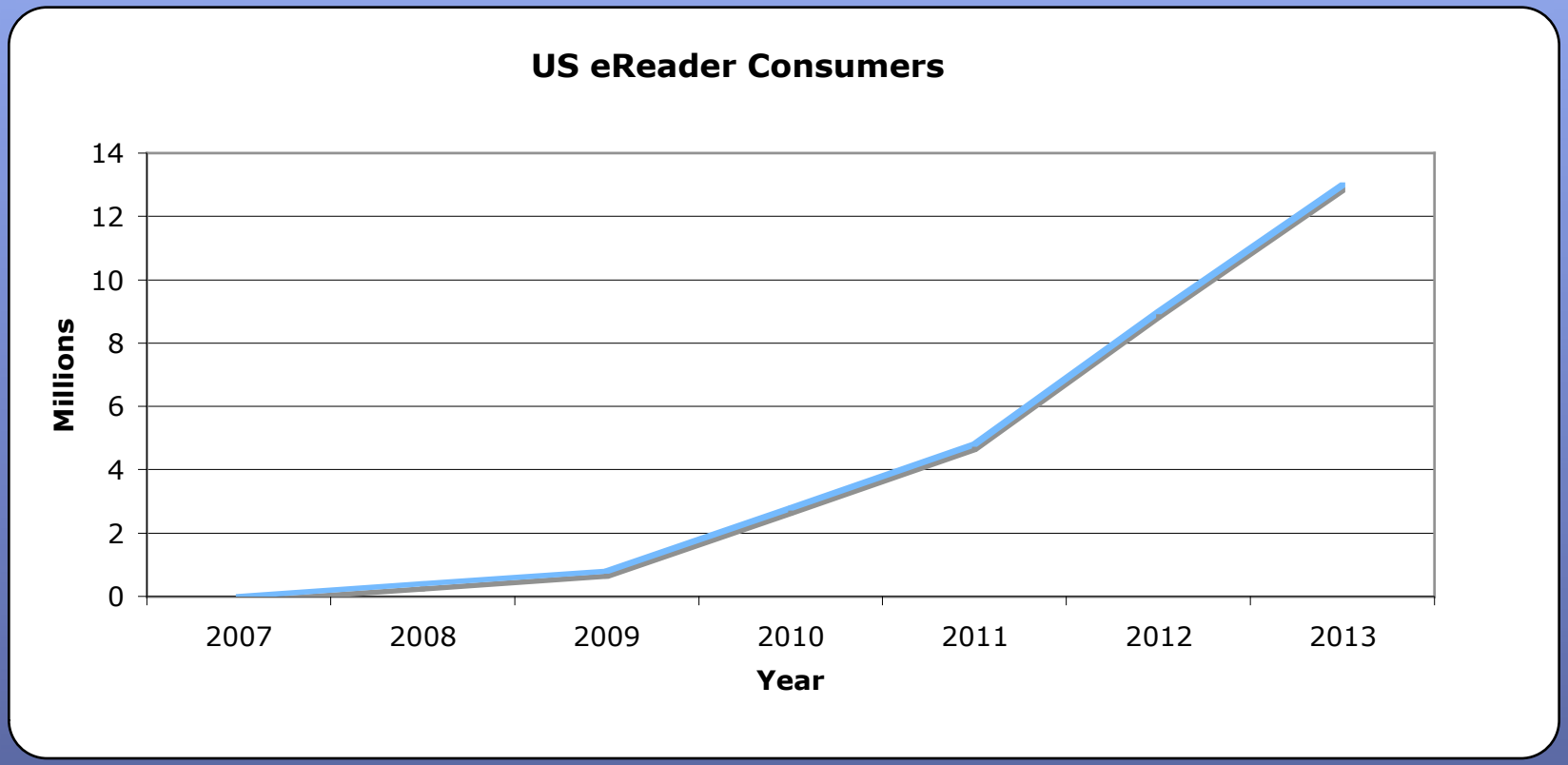
1	Content / motivation	Text, pictures
2	Carrier media	Magnetic tape, printed book
3	Accessible reading tool	Cassette player

4

Standards like DAISY enable interaction among the three

2. How about the eMarket?

eReader market emerging



Relevant Drivers

- More content available, more providers of readers
- Convenient access (download), SD memory cards
- Price decline of playback devices, carrier media and content

Source: Forrester Research, Inc.

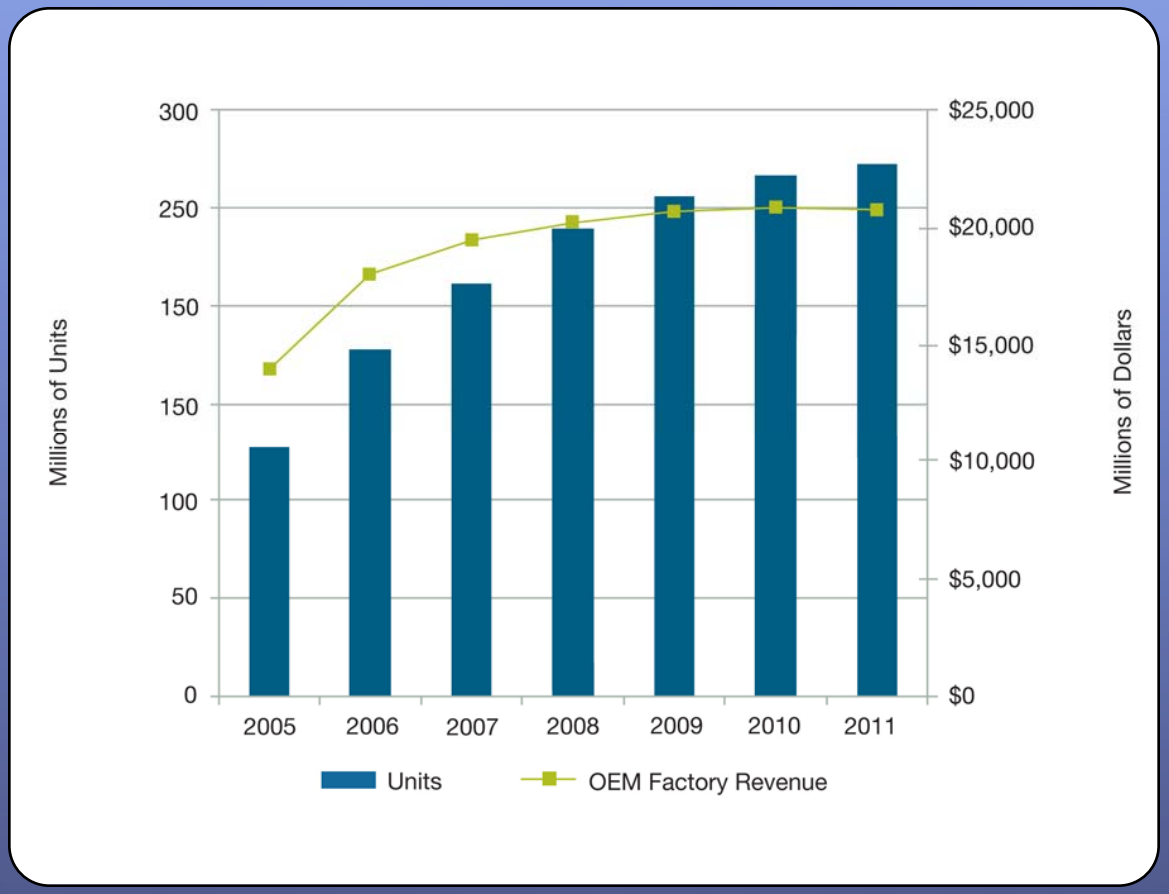
3. How about the reading devices?

Reading devices

Here is the problem (for the equipment manufacturers): Revenues per playback device are about to decline.

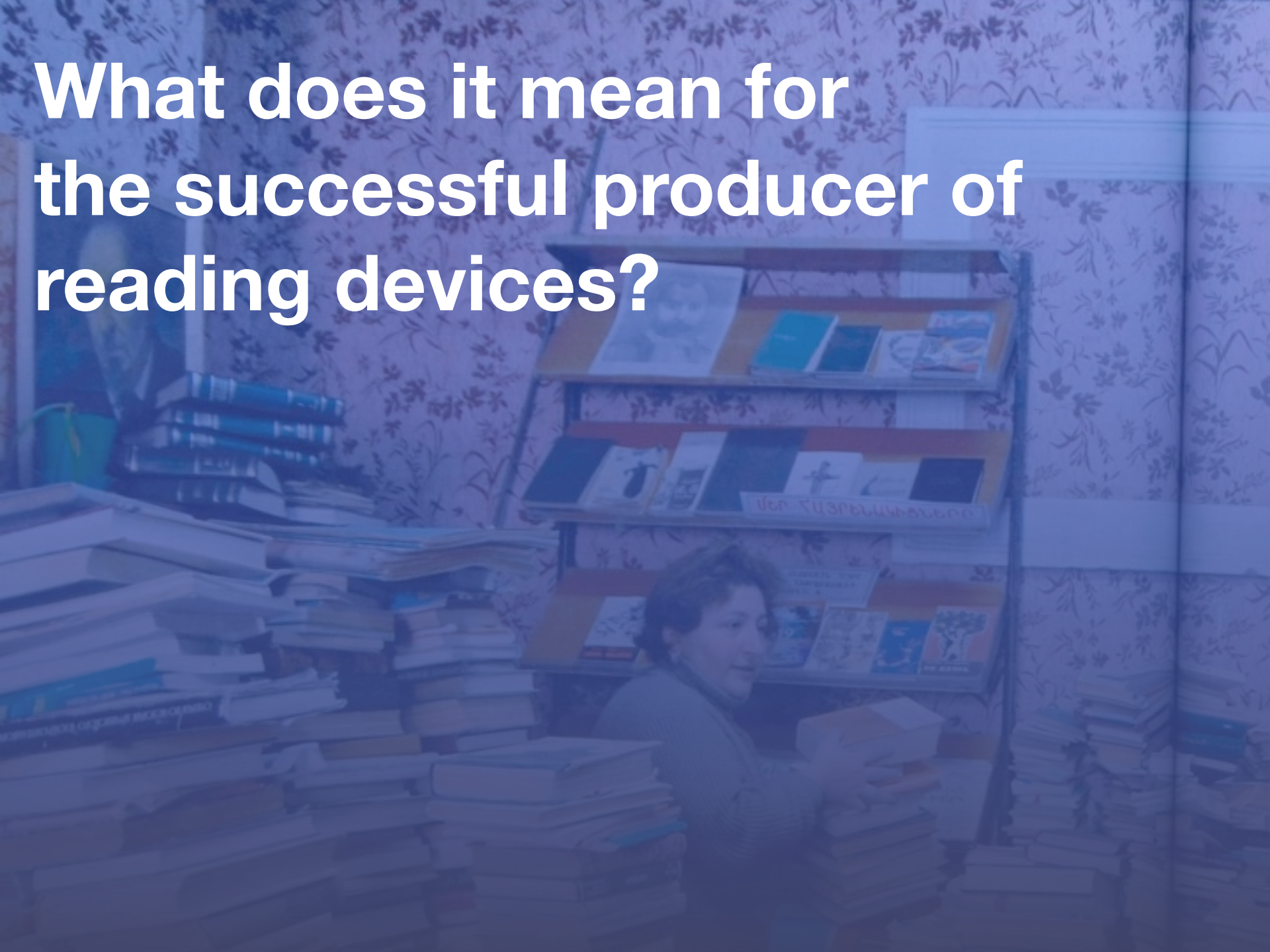
Market consolidation is the logical consequence. Not all market players can or want to stay in business in the long run.

Market players try to position themselves accordingly.



Source: Freescale, Inc.

What does it mean for the successful producer of reading devices?



Remember the mission

DAISY consortium mission (1996)

(..) develop and promote international standards and technologies which enable equal access to information and knowledge by all people with print disabilities (..)

„The success of an ebook device depends on many factors including price, distribution and content availability; but the most important determinant is usability. The simplicity of the user experience will be paramount in determining the adoption of an ebook device.“
- Stephan Cole, 2009

Stephen Cole is the founder and CEO of Ebooks Corporation, an Australian public company that operates two of the world's leading ebook businesses, eBooks.com and EBL: The Ebook Library.

Hands-on HW implications

Accessibility

- Leave unneeded features away. Better have 20 out of 20 features accessible than 10 out of 50.
- But perform very well on focussed features.
- Use standards without perception by the user, viz:
  - Height of light switch,
  - Side of jacket buttons,
  - Mechanics of scissors.

  For us, it means, use DAISY (favorized) among other standards, without user perception.

Call it „Books“, not DAISY!

The translation
to an additional
product

Say Hello to Red Jacket: Milestone 212

Book / Audio Reader

FM Tuner

Alarm Clock

RFID Reader Speakout

Book / Audio Reader

200 300 400 Euros

Bones