

## AT&T and Aira Present: The Experience More Campaign

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Jeff Thompson: Welcome to Blind Abilities, I'm Jeff Thompson.

Pete Lane: And I'm Pete Lane. This podcast is brought to you by AT&T and Aira. The focus of our interview today will be the AT&T Experience More Campaign. Representing AT&T this morning is Deborah Sunday.

Good morning Deb, how are you?

Deborah Sunday: Good morning, I'm doing well thank you.

Pete Lane: Excellent. Also with us this morning, Kevin Phelan. Kevin is the Vice President of Marketing and Sales with Aira. Good morning Kevin, how are you this morning?

Kevin Phelan: I'm doing well, thanks.

Pete Lane: Today we're talking about the AT&T Experience More Campaign. Deb can you kick us off with a brief description of what the campaign is and why AT&T and Aira are undertaking it?

Deborah Sunday: Sure, I would love to. The AT&T Experience More Campaign is a social campaign. It includes a content series, a national sweepstakes, and a meet and greet event at AT&T Retail locations across the country. Our campaign runs from now through the end of October, culminating with National Blindness Awareness Month, which is also the month of October.

Pete Lane: Well thanks Deb. Kevin, again you are representing Aira. For our listeners who are not familiar with Aira why don't you tell us a little bit about your product and how you came to be partnered with the AT&T Corporation in this event.

Kevin Phelan: Sure, Aira is often called a game changer. It's a service for the blind and visually impaired community, where for a monthly fee starting at \$89.00 a month we will send you a pair of smart glasses, we will ask you to download the Aira app and we'll give you access to what we call Aira Agents. And the idea is essentially you'll take your smart glasses, livestream video to the dashboard that the Agent can see and you can really accomplish a number of tasks where there are giving you access to the information immediately and at your fingertips.

The Experience More Campaign is a partnership that we are doing with AT&T. We've been working with them for over a year now as one of our innovation corporate partners. We are the first product to come out of the IoT Foundry on the mobile health side of things and Deb and I have been working for most of this year to get this program ready and we're very excited to be talking about with you today.

Pete Lane: The essence I would say of your partnership is for AT&T to provide dedicated cellular or Wi-Fi support for Aira?

Kevin Phelan: Yeah, it started out as they have this innovation program called The Foundry where they help early stage start ups tackle big problems. And so they actually started on the glasses side of the house. As the relationship further developed a key part of the Aira service is our network and AT&T has a dedicated part of the network devoted to the Aira service, so they're a key partner of ours.

Pete Lane: Great and as an Aira explorer, a user, I am familiar with the MiFi, the personal Wi-Fi unit provided by Aira that does provide me some very good AT&T coverage in my area.

So Deb, talk about the Experience More Campaign. You described it with an overview, but give us a little bit more detail and why did AT&T undertake this campaign?

Deborah Sunday: We really wanted to take an opportunity to celebrate how blind and low vision individuals experience more. That could be through their actions, through their passion and also through technology and therefore our partnership with Aira with this campaign. And through the campaign, and the content series, AT&T is celebrating some extraordinary individuals. So in honor of National Blindness Month, now through October we're spotlighting some people who are breaking barriers to get the most out of life. We'll be featuring people like Christine Ha. She's the season three winner of Master Chef with Gordon Ramsey. Eric Manser who ran the Boston Marathon utilizing Aira technology to guide him through the marathon. Michael Hingson, you may be familiar with him. He escaped the World Trade Center attack on 9/11. And he is a blind individual. He along with his guide dog. And then we also have some other exciting Ambassadors including apl.de.ap who is a member of the Black Eyed Peas, and then we'll also be featuring Two Blind Brothers. They've actually created a clothing company where all the profits from the company go towards curing blindness.

Pete Lane: Yes, we interviewed Mike Hingson, a great story and of course we've heard Christine and they are both very inspirational folks and we actually interviewed Eric Manser right after he completed the Boston Marathon and just an amazing story.

Kevin Phelan: I think the other kind of very exciting thing here is it's AT&T coming together with Aira, you know like I said it's game changing technology and start up and then the community really rallying around this program right. So the whole concept here is to highlight some of the amazing things you can do with Aira service and the network and it's exciting to see everyone from Christine Ha to Eric Manser all coming together to raise awareness for what the whole program is. It's been fantastic to see.

Pete Lane: Great. Deb tell us how it works.

Deborah Sunday: Well, we do have a micro site where you can go to review all the content that we're creating in addition to the videos we will also have these podcasts that we'll be featuring on the site. You can go to the campaign site at [experiencemore.att.com](http://experiencemore.att.com). We're also having a sweepstakes as part of this campaign. The sweepstakes runs through September 11th and we would love to have as many people enter as possible.

Jeff Thompson: And Deb can you tell us what that sweepstakes is all about?

Deborah Sunday: Sure, I would love to. The sweepstakes is for a really unique experience. The experience will happen the weekend of October 1st in Dallas, Texas. The winner will attend a professional football game on October 1st and along with the experience they'll have to opportunity to meet Emmitt Smith.

Announcer: Emmitt Smith has just become the NFL All Time Leading Rusher.

Deborah Sunday: They'll also have the opportunity to experience the Aira technology and learn first hand what it's like to have a guide be available to them. We'll also have Emmitt Smith doing the play by play account of what's going on in the field at the game.

Jeff Thompson: I was really excited to hear that and I saw the news clip about Emmitt doing that. That's pretty exciting you know having Aira and Emmitt Smith all in one and at the game in Dallas.

Pete Lane: Emmitt Smith of course being the Hall of Fame NFL Football player. You know this sweepstakes really appeals to me because Emmitt Smith is near and dear to my heart because I am a Florida Gator fan. And Emmitt was a Florida Gator during his college career.

Announcer: Leading the way, McGrady. Smith's gone! Touchdown Florida. [inaudible 00:07:25]

Deborah Sunday: It's completely true. Our lucky winner will win this sweepstakes and will have the opportunity for a once in a lifetime game day experience with Emmitt Smith. We will fly the winner down to Dallas, they'll get the opportunity to attend a professional football game on Sunday, October 1st at AT&T Stadium. And Emmitt Smith will actually utilize the Aira technology to call personal play by plays throughout the game.

Kevin Phelan: Imagine any sports fan's gonna go to a game, gonna have their glasses on, and through that live stream they're gonna connect with an Aira agent, and on this particular one, the Aira agent is gonna be Hall of Famer Emmitt Smith. So to be able to watch a football game with a legend like that is just gonna be incredible and to see it all happen through the Aira platform is just beyond exciting.

Pete Lane: Wow. Outstanding and what better way to experience a game then to have Emmitt Smith give you a play by play description using Aira glasses.

Jeff Thompson: That's experiencing more Pete.

Pete Lane: Experiencing more that's experiencing the most. So how does somebody get into this sweepstakes Deb?

Deborah Sunday: Well there's actually two ways to enter the sweepstakes, but you have to do it by September 11th. You can enter the sweepstakes via social media, on Instagram or Twitter. And in order to enter you need to use the hashtag #ExperienceMore#sweepstakes and @ATT. And then the second way to enter the contest is to go to our website at [experiencemore.att.com](http://experiencemore.att.com).

Jeff Thompson: And that's it and I get to go see Emmitt Smith, be right with him, experience more with the Aira device and that whole game.

Pete Lane: Well, I would disagree cause I'm gonna win it.

Jeff Thompson: I hope all the listeners get a chance to win here and they do so this is pretty exciting.

Pete Lane: I can't wait, I'm packing my bags.

Jeff Thompson: Well that sounds easy enough Pete, just go to Twitter #sweepstakes#experiencemore. And you can register that way or go to the website at [experiencemore.att.com](http://experiencemore.att.com).

Pete Lane: It's just that easy.

Jeff Thompson: It's just that easy. I'm gonna pack my bags. Well that's great you get to experience all that and the sweepstakes coming up so what else is coming up?

Deborah Sunday: Well, I think I mentioned earlier that there is actually two ways to enter the sweepstakes. But you have to do it by September 11th. We'll give people an overview of all the accessibility features on their devices.

Jeff Thompson: So this is nationwide. You're going to have all these opportunities for people to experience Aira and to meet some very important people.

Pete Lane: So those folks in those 11 cities will learn more about accessibility of various AT&T products?

Deborah Sunday: Smart devices, features on tablets, as well as smartphones and then of course we will have Aira there with us and all attendees will have the opportunity to actually try out the Aira service.

Pete Lane: Great, that sounds wonderful. When and how will somebody learn of the itinerary for these upcoming dates?

Deborah Sunday: All the dates and locations of the events will be on our micro site: [experiencemore.att.com](http://experiencemore.att.com). I mentioned we'll be in 11 cities.

Pete Lane: And those cities include: Los Angeles, San Francisco, Denver, Chicago, Dallas, Atlanta, Miami, Washington, D.C., New York City and Boston.

Deborah Sunday: Go to [experiencemore.att.com](http://experiencemore.att.com) to see the schedule.

Kevin Phelan: One other thing on the site [experiencemore.att.com](http://experiencemore.att.com). You can see Emmitt Smith was actually on the Rich Eisen Show a little while back just talking about the program and he was wearing the Aira glasses.

Emmitt Smith: Yeah. The gonna join me at the game on October the first and I'm gonna sit up in the box and we gonna talk about what I'm seeing and relay the game to them so they can get this visual effect of what is actually transpiring on the football field.

Kevin Phelan: It was very cool to see Emmitt on national TV talking about the campaign and wearing his Aira glasses.

Christine Ha: Experiencing more means to live life to the fullest in whatever capacity or definition that is for you.

Announcer 2: Christine Ha, winner of Master Chef season three, author and speaker. AT&T Experience More.

Kevin Phelan: There's some videos of Christine Ha and some other special guests that are coming up. Other Ambassadors for the program so we'll definitely have you take a look and experience more on the site.

Jeff Thompson: I really enjoyed the Christine Ha one. It was great video, some good messages there and great job on those clips. I'm excited to see more of them coming out.

Kevin Phelan: Yeah, you know she's been a very special person to work with and just so talented so in addition to great food, yeah, she's been a lot of fun to work with and we're excited to have her on board.

Jeff Thompson: Great. I think it's really great that your company has taken on meeting the blind community and diving in and actually creating this initiative given not only Aira yourself, but the blind community a platform to stand on to get the word out and bring in all these people that have such great experiences. As you said, you know some climb mountains, ran marathons with the use of Aira involved in it. It's just a great opportunity to spread the news. Well, when you're including Emmitt Smith like Kevin said, we're bringing it wide, we're not just sticking to the small communities of blindness. We're spreading it out wide.

Deborah Sunday: And dispelling some of the myths that exist regarding persons with disabilities no matter what their disability might be. And I laugh I mean I told Eric, I'm so afraid of heights I can't see and the thought of me climbing a mountain. I mean no way, no how. And there he is like climbing the largest peaks in the world. Yes, it's pretty amazing.

Jeff Thompson: He almost got Pete to run a marathon

Jeff Thompson: 2019, 2019.

Pete Lane: Yeah, Right. I've done my running, I'm done.

Jeff Thompson: Now Pete I heard 2019. Aira's sponsoring you.

Pete Lane: Good. What's the prize at the end of that race?

Jeff Thompson: You get to keep the tee shirt!

Pete Lane: All right! Cool!

Jeff Thompson: We've interviewed a lot of people who have used Aira and some of the best things that we've heard from them is the customer service that is available to them it seems like you know, it's a new device to them, they have the AT&T MiFi, they have the glasses and you know the app in their phone. It's all right there but when they have a little issue it seems like they are getting satisfaction from calling the customer service. Can you tell us about the customer service at Aira?

Kevin Phelan: Sure, I think Aira is really one of these companies that talks about putting the customer first. It's one of those things where we give you everything you need. You buy the Aira minutes, but we give you the glasses, we give you access to the Agents and we try to make it very simple and work immediately. So the same thing on the Customer Service side. We've done a couple things that I'm really proud of. One, I think from an

inclusive work environment we have a number of blind and visually impaired engineers and customer service people. So we've tried to really understand who our customers are and work with them to provide the best possible customer service. We also tried to create a community. We have a list serve, we have weekly calls, all kinds of focus groups and we're really just trying to ultimately build this great community of Aira Explorers who love the product and finding all these really amazing new ways to use the service.

Kind of interesting, our Product Team, the people who actually built the glasses and all the technology, they have a gaming background. They operate in a world, that if you're a gamer, the service has to work immediately and if it doesn't work I don't give you a second chance to use it so we try to take that mentality of we're gonna keep it very simple, send you everything you need and let you go off and explore.

Jeff Thompson: You know it was really great to be at the convention this year, down in Orlando for the NFP Convention 2017. Aira was there, but not only that, right next to them was AT&T and it was just awesome to see your presence right up front there and all the hustle and bustle. It was the big show, the big show down at the exhibit hall. So congratulations for all your team and everybody that did all that work down there. Good job.

Kevin Phelan: Again, AT&T has been this innovation partner to us from the glasses to the work with Deb on the Experience More Campaign and the network is core to our business and we're proud to have AT&T as our partner.

Jeff Thompson: Great.

Pete Lane: So, we'd like to thank you, Deborah Sunday representing AT&T and you Kevin Phelan, Vice President of Marketing and Sales for Aira, for joining us here today on Blind Abilities. Once again everybody, take a look at that website at [experiencemore.att.com](http://experiencemore.att.com). Learn all about the Experience More Campaign, watch and listen to the videos involving Emmitt Smith, Christine Ha and more and sign up for the sweepstakes and enjoy your trip to Dallas.

Jeff Thompson: Nice to meet you Debbie.

Deborah Sunday: Thank you.

Jeff Thompson: I think I've called you three names this time.

Deborah Sunday: See, everybody does.

Jeff Thompson: Yeah and thanks AT&T for what you're doing. Thank you very much.

Deborah Sunday: Thank you. It's really been an honor to work on this. I've really enjoyed it.

Pete Lane: Excellent.

Jeff Thompson: Bye Bye

Pete Lane: Been a pleasure guys.

Kevin Phelan: All right, have a good weekend everybody.

Pete Lane: This concludes our Blind Abilities production of a chat with Deborah Sunday and Kevin Phelan. Stay tuned for more similar interviews focusing on the AT&T Experience More Campaign and Aira. This has been an AT&T and Aira Presentation. This wonderful music has been provided by Chee Chau. That's lcheechau on Twitter.