# Round Table on Information Access for People with Print DisabilitiesConference Paper

Date: *Tuesday 9 May 2023*

Time: *10:00 - 10:30am*

## The Telstra 5G Touch and Track project – making the game more accessible to vision impaired fans

In this session, you will hear from Chris Harrop, Telstra’s Sport Technology Lead on how they have collaborated with the AFL, Marvel Stadium, Field of Vision and vision impaired footy fans to investigate ways to enhance the experience of attending a footy match.

### Genesis of the project

*How did the Telstra Touch and Track project begin? Where did the idea come from?*

Chris will explain the history of Telstra’s relationship with the AFL and with Marvel Stadium, the improvements made to the 5G and wifi networks in the stadium, and the work they are doing to showcase the power of that network. You will also hear about some viral social media moments from the English Premier League and a partnership with an Irish startup that opened the doors to an amazing opportunity.

### Development of the concept

*How did you take the initial concept or idea to a prototype?*

From the initial excitement about the opportunity, it became very quickly apparent that to take this any further it needed to be co-created by those it was for. We will hear how Telstra and the AFL engaged the vision impaired community to work alongside them in building out a prototype device and what they learnt through this collaboration.

### Testing and feedback

*What did you learn as part of your trials and testing?*

With the assistance of Vision Australia, Telstra, the AFL and our partners Field of Vision were able to conduct live testing at a football match at Marvel Stadium late in the 2022 season. The feedback from a cohort of vision impaired fans interacting with this device for the first time was invaluable. You will hear how that feedback influenced the changes made to the device and the onboarding experience.

### The next iteration

*What challenges do you face in delivering this experience to all stadiums and footy fans?*

The latency between the action on the field and the positioning of the ring on the Touch and Track device is crucial to its relevance and success. We will discuss the technology required to deliver sub 1 second latency and where we are on that journey at the moment. We will also look at what it will take to operationalise this experience for anyone at the stadium so it can be available to those who need it.

### The future state

*Where do you see this technology in 5 years time from now?*

So what next? With the rapid pace of technology developments, what kind of experiences do we imagine could bring vision impaired fans even closer to the game? Audio described calls of the game would be a great start. The Action Audio experience for Tennis fans was an inspiration, and just as with that project, we need to continue to work closely with the vision impaired fanbase to learn more about their gameday experience and where it can be improved.

Further information on the Telstra 5G Touch and Track project is available at the links below:

<https://exchange.telstra.com.au/telstra-unveils-5g-touch-and-track-prototype-a-new-way-for-vision-impaired-australians-to-experience-live-afl/>

<https://www.youtube.com/watch>?v=KW3yQMZNi2E

<https://www.afl.com.au/news/842755/telstra>