



# Looking Forward

*March 24, 2010*

# Topics

- 1. Purple Background**
- 2. Perspective on the Industry**
- 3. Request for Guidance**
- 4. Support for Continued FCC Efforts**

# Purple Background

- **Full service provider to deaf and hard of hearing community:**
  - Text relay - ~40% of the business
  - Video relay - ~50% of the business
  - Community interpreting and video remote interpreting - ~10% of the business
- **~1,000+ employees and contractors**
- **Market strategy - service quality and product innovation**
- **Streamlined management team and improved processes**
- **Commitment to compliance and transparency**
- **Purple complying with Feb-25 Declaratory ruling – minimal impact on minutes**

# Purple's Contributions

## Product & Service Innovations

- 1<sup>st</sup> IP-enabled text relay services
- 1<sup>st</sup> Macintosh VRS platform
- 1<sup>st</sup> to distribute real local phone #s
- 1<sup>st</sup> text/video software combo
- 1<sup>st</sup> mobile videophone
- 1<sup>st</sup> iPhone, Sidekick, Blackberry app
- 1<sup>st</sup> 24/7 Spanish relay services
- 1<sup>st</sup> video mail on mobile phones
- 1<sup>st</sup> to demonstrate connection of a 10-digit call.

## Advocacy Leadership

- Spanish recognized as a valid service
- Certified Deaf Interpreters recognized as valid for inclusion in annual cost filings
- Outbound interoperability
- Inbound interoperability and real 10-digit numbers.

# Perspective on the Industry

## *Possible Ways to Enhance Stakeholder Communications*

- **We ask the FCC to consider regular discussions with all stakeholders.**  
**Options to consider:**
- **Quarterly Stakeholder Meeting in Washington D.C.**
  - Consumer groups, interpreter representatives, providers, CGB staff . Allows for informal exchange of ideas and feedback; increases transparency, might reduce repetitive filings.
- **FCC Site Visits**
  - FCC visits to providers to see and touch a few of the businesses that support the TRS program; meet employees who serve the community daily. See technology innovations in lab environment.

# Request for Program Guidance

- Can TRS providers offer their 'dial tone' to state and federal government agencies and have those minutes be reimbursed from the TRS fund?
- Can TRS providers offer their 'dial tone' to corporations and be reimbursed from the TRS fund, provided:
  - No subcontractor relationship exists
  - Services are interoperable and users can select any provider they wish
  - No financial incentives exist
- **Purple respectfully requests the Commission:**
  1. Consider the concerns of Consumers regarding rulemaking processes
  2. Ensure uniform and consistent application of the rules to create a level playing field for providers
  3. Consider a streamlined path for feedback for product or program ideas so when needed, providers can pre-clear programs prior to initiation.

# Support for Continued FCC Efforts

- Eliminate fraud and waste
- Ensure a competitive market with consumer choices and fair rates
- Manage changing technologies and industry growth
- Pursue functional equivalence