

# Hailing a technological breakthrough to help the deaf

LEEDS-BASED mobile communications business AQ Limited has come up with a pioneering solution to the problems deaf people face when ordering a taxi.

An interactive ordering system using SMS technology, which is believed to be the first of its kind in the country, is already in place with a taxi firm in West Sussex, and it is hoped that Yorkshire cabbies will also soon catch on to the idea.

AQ was first approached by Starlight Private Hire, in Worthing, after the difficulties encountered by deaf people when ordering a cab were

brought to their attention by a deaf customer, Eileen Collins.

The bespoke system provided by AQ now allows deaf customers to send a simple text message with their order which is redirected to the Starlight office in the form of an e-mail and a confirmation automatically generated.

Dr Adam Beaumont, managing director of AQ, commented: "It is very rewarding to see our SMS portal being used for such a beneficial purpose as this – to improve a service provided to a sector of the community with particular needs. It is a very simple concept but one which can make

a real difference for deaf customers.

"We have seen a big increase in the use of SMS technology for business and corporate use in the past 12 months which proves that there are many legitimate and innovative uses of mobile messaging."

AQ is a specialist in providing text messaging solutions for business and corporate use through its SMS text messaging portal [www.sms2email.com](http://www.sms2email.com). It also provides interactive text services to clients including Global COAL, Budget Insurance, David Lloyd Leisure and Express Insurance.



Taxi: From left, John Williams (head of operations, Starlight Private Hire Ltd), customer Eileen Collins, Jon Conway (managing director, Starlight Private Hire Ltd) and Dr Adam Beaumont (managing director, AQ Limited).