

Iberia launches Háblalo app to remove communication barriers



Iberia launches "Háblalo Iberia"

[Iberia](#) has launched "Háblalo Iberia," a personalized app to improve the travel experience for people with communication difficulties. According to Iberia's press release, there are more than 500 million people in the world with some kind of obstacle to interacting and accessing activities and services that most of them have at their fingertips. This application, created by the startup [Háblalo](#), allows passengers with disabilities to make their travel experience more autonomous, comfortable and functional.

The main functionality of "Háblalo Iberia" is the transcriber in which users can write a message and the app converts it from text to voice and vice versa. In addition, it can translate this message into eight languages. It also allows the user to communicate through simple pictograms or keywords specifically designed for the Iberia travel experience. When selected, the loudspeaker plays a complete sentence. If the user selects several, the app creates more complex sentences with more content. It also proposes a guide with each of the steps to follow during the trip.

"Háblalo Iberia" can be used on both Android and iOS devices; it is free to download from Google Play and the Apple Store and can be used offline.

Iberia is starting to implement its new accessibility plan to improve the experience of its passengers with physical, visual, hearing and cognitive accessibility requirements in terms of mobility, safety, autonomy and comfort. These and other improvements are the result of months of work in which

interviews have been conducted with people with different accessibility requirements. Iberia's accessibility plan is a strategic project for the airline and aims to maintain continuous improvements in the service that the airline offers its passengers with disabilities, the press release said.