

Royal National Institute of Blind People (RNIB)

A partnership empowering independence through connectivity



We've teamed up with RNIB, Samsung and RealThing AI to deliver RealSAM Pocket: a powerful solution transforming the lives of blind and partially sighted people.

Combining intelligent voice technology with intuitive Samsung devices and our reliable mobile connectivity, the partnership provides effortless access to essential communication, media and everyday information.



Making technology accessible for everyone

Across the UK, more than two million people live with sight loss and face daily challenges that technology can help with.

RealSAM Pocket was created to eliminate barriers to technology, particularly for people who find standard accessibility features difficult to use.

Built specifically for blind and partially-sighted users, it can be operated by voice commands which can also help those who struggle with dexterity.

Press a button, speak your request and RealSAM responds clearly and intelligently.

“

It would be the first thing I'd save if I had to get out of the house in an emergency.

”

Ian

RealSAM Pocket user

Designed for simplicity and independence

We provide fully customised Samsung devices that are ready to use out of the box with pre-installed sims if required through our Device Staging Services.

There are no complex instructions – just an audio tutorial for setting up WiFi, which the RealSAM team can help with too.

Users can access a wide range of features including:

- Instant calling and texting
- Thousands of podcasts and global internet radio
- Personal navigation assistance
- Built-in sight assistant which can read text, describe scenes and answer visual questions

They also get unlimited access to thousands of audiobooks, daily newspapers and magazines through RNIB.

A smarter conversation using AI

RealSAM Pocket harnesses advanced AI to understand context, maintain conversations naturally and provide a tailored experience. Users don't need to memorise specific commands – it understands natural language, making interactions effortless and intuitive.

From vision to reality

Since its inception as a talking book player in 2017, RealSAM Pocket has continuously evolved.

Now in its fourth generation, it integrates powerful language models, allowing users to ask complex questions and receive detailed, personalised responses.

It also benefits from modern, tactile Samsung devices, designed specifically for ease of use and comfort.

Unlimited support and care

When choosing RealSAM Pocket, users receive more than just a phone. They get unlimited customer support including dedicated training over the phone. There's also an accessible web portal for account management.

This comprehensive approach ensures continuous support, making technology not just usable but reassuringly simple.

Expanding reach and impact

The partnership uses the collective strength of our connectivity expertise, Samsung's robust and tactile devices and RealThing AI's innovative software, supported by RNIB's deep understanding of user needs.

Together the organisations provide not just a product but a comprehensive service that transforms lives.

“

This isn't just technology,
it's independence.
It's companionship

”

Robin Spinks

Head of Inclusive Design, RNIB

RNIB



“

We trust Virgin Media O₂ Business to deliver because they've consistently proven they care about accessibility and inclusion.

”

Louise Humphreys

UK Country Manager, RealThing AI



Committed to future accessibility

The collaboration doesn't end there.

Through continuous improvement driven by user feedback and tech advancements, RealSAM Pocket aims to set new standards in accessible technology. Through the National Databank, we also ensure connectivity reaches those who need it most, reaffirming the partnership's commitment to inclusion and support.

Want to know how we could help your organisation?

Call us on 0800 064 3790 for a chat about your connectivity, accessibility and inclusivity needs.