



November 14, 2014

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Secretary Dortch:

Prepaid Wireless Retail, LLC (dba, Odin Mobile) filed its compliance plan in December 2012 with the objective of participating in the Lifeline program. Since 2012, Odin Mobile has emphasized that it is uniquely positioned to make the Lifeline program available and accessible to individuals who are blind. Odin Mobile has unique handsets, accessible user guides and unique customer support, all designed for the blind user.

In the past year, Odin Mobile has started to sell its unique handsets to the United States Veterans Administration (through the Chicago Lighthouse for the Blind), the State of Maryland, and the State of Missouri. Odin Mobile is also working with the State of California on a unique pilot program pursuant to which smartphones and training are provided to individuals who are blind. Its phones have also been purchased by the States of Colorado and Illinois for consumers who are hearing impaired, as well as blind. And Odin mobile is not standing still. Within approximately the next month Odin Mobile will introduce a new smartphone solution that will turn touch screens into tactile devices. The solution will allow the use of smartphones by numerous individuals who are blind and who cannot handle a touch screen.

In short, no wireless provider is as focused on serving the blind community as Odin Mobile, and Odin Mobile has been asking for the opportunity to help make the Lifeline program available and accessible to persons who are blind for nearly two years.

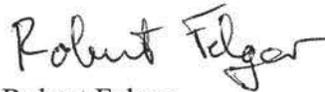
On October 20, 2014, the Commission's Consumer Advisory Committee (the "Committee"), called upon the Commission to focus on the Lifeline program and accessibility. Specifically, the Committee adopted a resolution in which it

calls upon the Commission to develop a plan, and six months from the date of adoption of this resolution, report to CAC on the implementation of such plan to ensure that both USAC and Lifeline providers recognize that this federally-assisted program and participating carriers have specific obligations under the Communications Act and other laws pertaining to the needs of individuals with disabilities to ensure the availability of accessible and usable communications technology and to ensure the accessibility of program information, including

but not limited to program descriptions, promotion, and eligibility determination.

The Commission can quickly and effectively achieve the Committee's objectives -- allowing individuals who are blind to benefit from Lifeline -- by approving Odin Mobile's compliance plan and designating it an ETC in the federal default states.

Regards,



Robert Felgar
General Manager

cc: Julie Veach
Kris Monteith
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Maria Kirby
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