

Dear Sirs

*[redacted] having been involved in the investigations of the CMA in my capacity as manager of one of the NHSE Specialised AAC Services, [redacted] felt the need to respond in support of the comments made by [redacted][Tobii Dynavox].*

*The focus of CMA does seem to have been the smaller proportion of more complex individuals requiring AAC who represent less than 10% of the whole and are well supported, funded and equipped. In commercial terms the much larger threat to AAC users and affecting the larger proportion of AAC device users, comes from mainstream tablet and app developers (Apple, Google and Microsoft). TD have been at the cutting edge of developing dedicated communication devices at price that can undercut the above. This doesn't seem to have been recognised.*

*The notion that TD would raise prices is totally contrary to the pricing policy of TD over the last few years which has been one of reducing prices and making high tech solutions available to a wider range of people. Likewise, restricting supply of The Grid would not make commercial sense. The Grid has a global reach and a strong position across all sectors in the UK. I would expect that The Grid would be developed and hopefully incorporate some of the excellent and well researched vocabularies that TD have developed.*

*It is my view that without significant investment in the development of dedicated communication devices Smartbox [redacted]. We have, for some time, been prescribing more robust devices to deliver The Grid software, particularly The Indi, I110 and iSeries, II from Tobii Dynavox.*

*The merger between TobiiDynavox and Smartbox, from my perspective, would be a marriage between the best hardware and the best software houses and could only be a positive thing for our industry.*

*I do hope that the CMA will review their findings and allow the merger to proceed*

*Kind regards*

*Martin Fisher*

Submitted: 24 June 2019