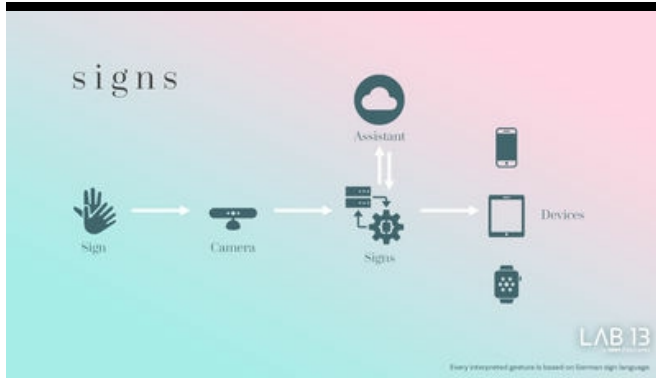


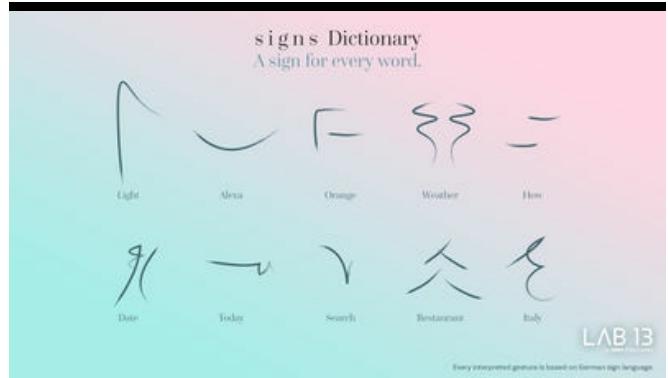
A SMART VOICE ASSISTANT FOR PEOPLE WITH HEARING LOSS

By Livvy Houghton and Holly Friend

15 : 05 : 2019 Technology : Inclusivity : Society



SIGNS by German Youth Association of People with Hearing Loss and MRM/McCann, Germany



SIGNS by German Youth Association of People with Hearing Loss and MRM/McCann, Germany

Germany – **Signs** is the first tool of its kind to communicate sign language via a voice assistant.

Created by The German Youth Association of People with Hearing Loss and **MRM//McCann**, the tool recognises and translates German sign language in real-time and communicates this directly to a voice assistant such as Alexa or Google Home.

The smart tool is trained to identify body gestures with a camera, which are translated into data for the voice assistant to understand. The answer is then displayed in text or as visual feedback. Signs was created in response to Gartner's prediction that the world will be dominated by 30% non-screen based digital interaction by 2020.

Read our macrotrend **Programmable Realities** to discover more about Gestural Design and how our bodies can be used to code data without the need for a physical interface.