



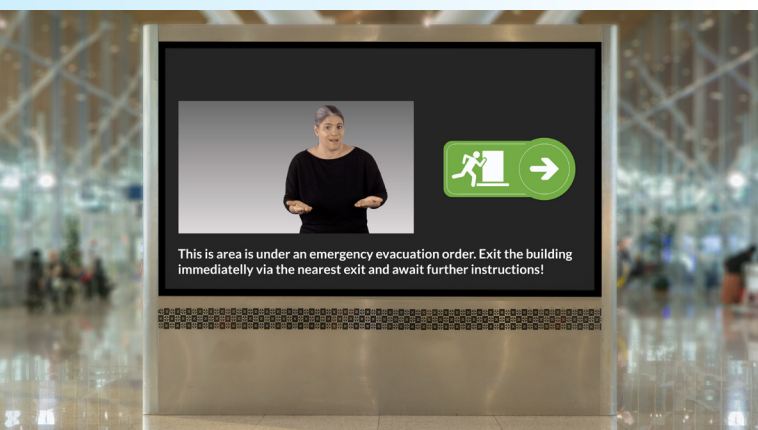
Sign Language Announcements for Hearing-Impaired Passengers ●



Would you like to join the world's latest trends in airport industry and help hearing impaired passengers? Provide equal information for deaf customers and quickly increase their traveling comfort? Now you can.

At Simpleway, we are aware of the information needs that all airports require in the long-term perspective. Improvements in **traveling comfort for hearing-impaired passengers** have become one of the highest priorities for local governments and travel authorities. For this purpose, Simpleway experts developed

a completely **new and unique feature** of our complex Passenger information solution — **Automated Sign Language Information**. Thanks to our technological background together with many years of experience in airport industry, we can continuously **improve the possibilities** of passenger information with no limits.



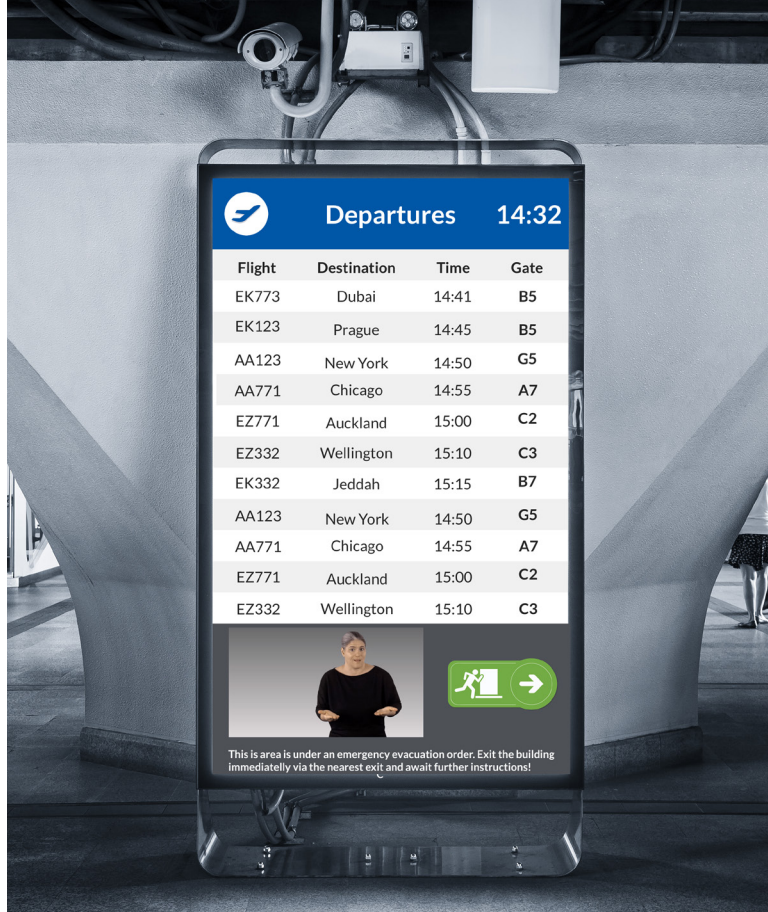
Key benefits

- Equal travel information for disabled passengers
- Created together with Deaf Studies experts
- Great upgrade of the visual paging feature
- Significant travel comfort improvement
- Compliant with international standards

It is a fact that **hearing matters**. And since there is no cure for hearing loss, any way of helping hearing impaired people is **desperately needed**. The transport industry is able and, more fundamentally, **should be helping**.

Join the world's latest trends and help the hearing-impaired community enjoy travelling.

Simpleway adopted for its display and voice content management **all specifics** into a single system that makes Simpleway integration platform a complete solution for all the passengers **regardless of their handicap**. The operation principle of our solution is very simple. According to the agreed display design, the display template is separated into several parts (so-called regions). Among others, a region containing the **video with Sign Language** and a region containing the "Visual paging" — a full **transcript of the voice announcements**.



Recently, we established cooperation with the Department of Deaf Studies at **Charles University in Prague** as well as with the School of Linguistics and Applied Language Studies at **Victoria University of Wellington** and other professional organisations that provide us with consultations and reviews of our new Sign Language system to successfully **meet all requirements** of the community.

Just like our voice announcements, Simpleway always consults **native speakers** to provide the **best possible language intelligibility** for the audience because, just as it is with spoken language, sign language can vary with different accents too.

Moreover, Sign Language always needs to be **recorded with a local actor**. For tourist locations, a possibility for recording announcements in the **International Sign system is available**.

Our solution of Automated Sign Language information brings a **completely new and unique way** of informing hearing-impaired passengers, helping them to get **equal information** and providing **great support** for them when traveling.

