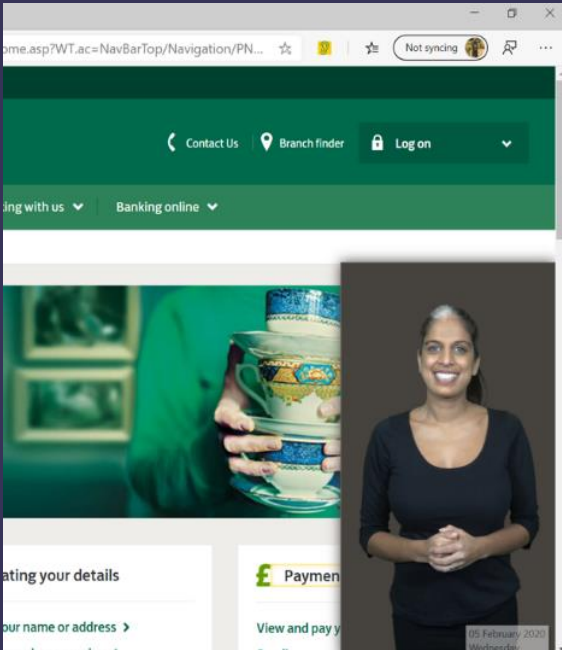


Sign language 'screen reader'? Yes please!



Lloyds Bank – one of the world’s most Deaf-friendly websites created in just 16 weeks

Go beyond compliance

- Equality Act 2010
- National Strategy for Disabled People
- Web Content Accessibility Guidelines
- Public Sector Bodies Websites and Mobile Applications Accessibility Regulations 2018

Signly, a world-first, enables [Microsoft](#) and [Lloyds Bank](#) to go beyond compliance and welcome and include deaf people who use sign language (SL).

Organizations with a passion for proactive inclusion know there’s a **moral imperative to look after all users**. Signly is an easy way for organizations to do that and ensure deaf people are not disadvantaged or discriminated against.

CV19 highlighted the barriers the culturally and linguistically Deaf community face accessing critical information. Digital inclusion is a real issue for the [72 million Deaf people worldwide](#) that use sign language.

Just because it’s written, doesn’t mean it’s understood by Deaf users. People who are late-deafened will understand English – but English is not always a deaf person’s primary language. SL is their first and preferred language, and English is a second. Some users have Lower English Proficiency (LEP).

A critical lack of interpreters doesn’t help. As a result, Deaf people often rely on friends and family for support.

Blind and low vision users access content online using screen readers. Wouldn’t it be great if there was a sign language ‘screen reader’ for Deaf users?

Synchronous, in-vision, sign language translations on any webpage for any Deaf sign language user.

Meet Signly, powered by Microsoft Azure. Our technology delivers **fully managed Sign Language as a Service (SLaaS)** with next to no coding on the part of the site owner.

Content is captured in record time in the home studios of highly qualified Deaf sign language translators. Signly checks daily for site updates and new content is recorded. If a signed version of a page is not already available, Deaf users can select ‘Request Signed Content’.

Impact

- Deaf users self-serve independently
- Sign language users have more equal access
- Engage with content in their first language for free
- Less reliant on friends, family and interpreters
- Mainstream access to sign language at source – not as an afterthought or after the event
- Increased awareness amongst the Deaf community about CV19 and other essential information; better compliance with guidance
- Interpreters freed up for other important assignments like attending medical appointments
- Organizations role model inclusion in action