



social care  
institute for excellence

**BrightSign**

# Webinar: Giving a voice to everyone – the helping hand of technology for social care

14 September 2023

**Showcase webinar from  
the Social Care Institute for Excellence**

## **Social care showcase webinars**

SCIE is running a series of webinars on behalf of the Department of Health and Social Care in 2023 and 2024. We're highlighting organisations across social care who are taking great strides in the quest for innovation, improvements and excellent outcomes.



## Your panel

- Ellie Haworth, SCIE Head of Partnerships and Practice Improvement
- Ed Hill and Hadeel Ayoub, co-founders of BrightSign.

# BrightSign



**Ed Hill** | @edhilltech  
**Hadeel Ayoub** | @hadeelayoub



*Diagnosed with hearing impairment at age 2*

---

**Meet Kayden**

# 230 million

*non-verbal cases caused by various disabilities*

# 90%

*deaf children born to hearing parents but only  
25% of parents can sign*

# 98%

*have no access sign language education &  
assistive technology*



---

## Market Size

*Source: World Federation of the Deaf & BCC Research market reports*



## Expensive

Most products cost  
\$4,000 or more



## Inflexible

Existing tech isn't flexible  
to user preferences



## Isolating

75% of parents cannot sign  
with their children



## One-Way

Communication is usually  
only unidirectional

---

# The Problem



**Two-way  
Conversation**



**Use any Sign  
Language**



**Customization App**  
**90+ Spoken Languages**



**Cost-Effective**  
**\$2,500 / unit**



**Instant Offline  
Translation**

---

**Our Solution**



Teach the glove  
your signs  
quickly using our  
app



Your signs will be  
translated instantly  
into speech



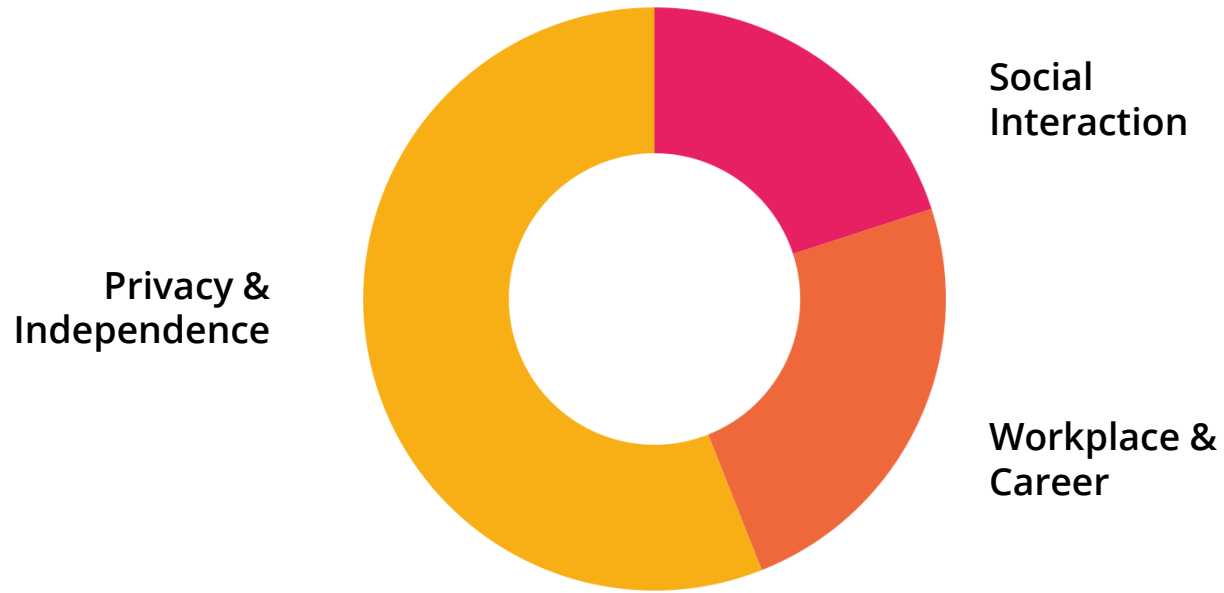
Choose from over  
90 languages and  
nearly 1000 voices



Transcribe speech  
to text and read it  
on your screen

---

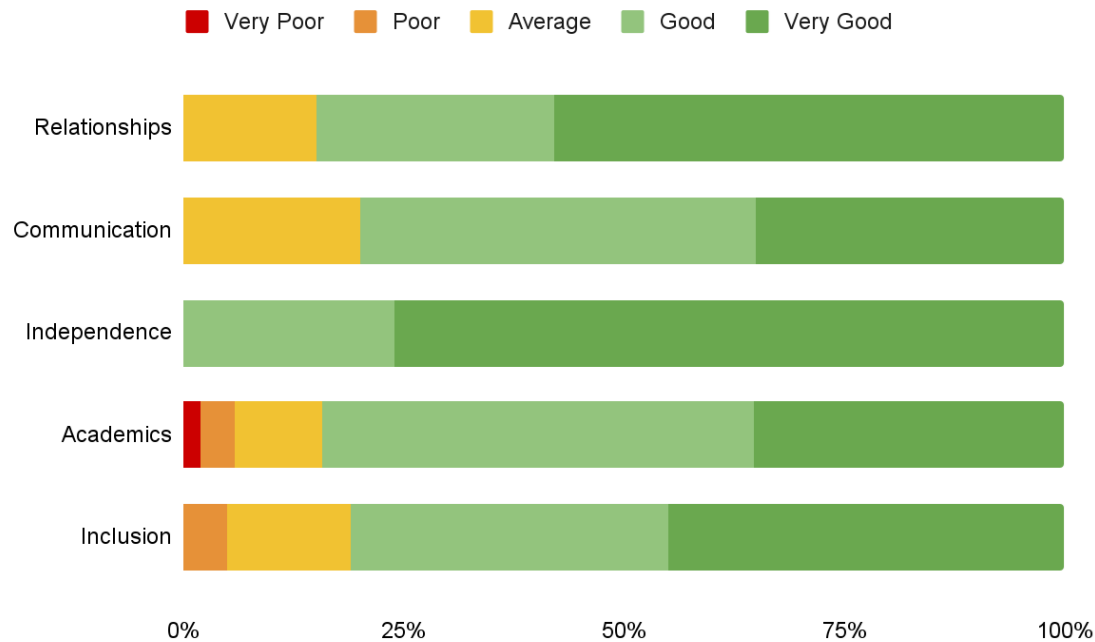
## How it Works



*User Survey: "What is the primary reason you adopted BrightSign?"*

---

## Why do Professionals use BrightSign?



*User Survey: "How much did BrightSign help you improve?"*

## BrightSign in Classrooms



Physical Flashcards



Virtual Cards  
TouchChat

**\$300+**  
Subscription



AAC Tablets  
Tobii Dynavox

**\$4400+**

## The State of AAC Technology

AI enables more sophisticated AAC systems by:

**Adaptability:** Adjusting to a user's communication style and evolving with them.

**Customization:** Allowing AAC to be tailored to individual needs.

**Real-Time Interaction:** Enhancing the speed and accuracy of AAC devices.



---

## Why use AI?



## Personalisation

Tech can be adapted to unique user needs



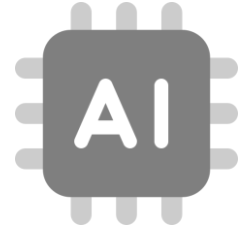
## Signal Range

Inputs and outputs can be configured based on ability



## Integration

Communication isn't the end - integrate with *everything*



## Processing

We get access to more power in our pockets every day

---

# Harnessing AI in Social Care



## Online

[www.brightsignglove.com](http://www.brightsignglove.com)  
[@brightsignglove](https://twitter.com/brightsignglove)



## Talk to Us

[contact@brightsignglove.com](mailto:contact@brightsignglove.com)  
020 8064 0210



## Try it out!

TES SEND Show  
13-14 October, 2023

---

## Where can you find us?

Together we can  
help give a voice to  
those who cannot  
speak.

*[www.brightsignglove.com](http://www.brightsignglove.com)*



**BrightSign**



social care  
institute for excellence

# Next webinar our series

Giving a voice to everyone – the helping hand of  
technology for social care

Thursday 14 September 1.30pm - 3pm

**[www.scie.org.uk](http://www.scie.org.uk)**

**[www.scie.org.uk](http://www.scie.org.uk)**



# Thank you



social care  
institute for excellence

If you or your colleagues haven't done so already,  
why not register for SCIE's occasional newsletter,  
SCIELine

<https://www.scie.org.uk/myscie/register>

# scieline

[www.scie.org.uk](http://www.scie.org.uk)



YouTube