



# Airport Consortium on Transformation (ACT) Making Airports Accessible

Deaf AI to Launch Inclusive Pilot Studies in Sign Languages, e.g., ASL, Partnering with airports to deliver real-time sign language accessibility for Deaf and hard-of-hearing

## Who We Are

Deaf AI is a Canadian accessibility technology company creating AI-powered solutions for Deaf and hard-of-hearing communities. Our platform delivers real-time sign language interpretation in ASL and other sign languages, breaking communication barriers in public spaces.

## The Challenge



### Communication Barriers

Deaf travelers face critical gaps accessing announcements, safety info, and customer service at airports. As spoken languages are not the first languages of Deaf people



### Underserved Community

Over 350,000 Canadians use ASL or LSQ as their primary language with limited airport support.



### Compliance Need

Airports require scalable, functional, and reasonable solutions to meet accessibility regulations and inclusion standards.

## Our Solution

### AI Sign Language Platform

- Real-time sign language e.g. ASL equal access
- Screen and mobile integration
- 24/7 automated accessibility
- Scalable across all terminals

### How it works

Real-time airport announcements are automatically translated into ASL and displayed on screens or mobile devices, e.g., gate changes, delays, and final boarding call.

### Why It Matters

- Equal access of boarding announcements for Deaf passengers
- Supports multi sign languages
- Enhances traveler experience
- Positions airports as inclusion leaders



## Business Value

### Operational Impact

- Reduces reliance on on-demand interpreters
- Provides consistent, 24/7 accessibility coverage
- Standardizes accessibility across the airport
- Improve clarity of critical announcements (delays, safety)
- Enables measurable accessibility performance

### Compliance & Strategic Alignment

- Supports and compliance with regulations, e.g., ADA accessibility requirements
- Aligns with airport customer experience and inclusion strategies and accessibility development plan

### Cost vs. Benefit

- Pilot-friendly, low-cost model
- No major infrastructure investment
- Generates measurable insights (usage, satisfaction, service gaps)

## Call for action

### Pilot structure

- Connect to airport announcement or content system via API
- Configure display on existing screens or tablets
- No additional hardware required
- Minimal IT involvement (light integration only)
- Deploy at 1 selected gate or defined area
- Real-time ASL key announcements

### Low-Risk Approach

- Integrate it smoothly into the GIDS and digital signage software with API
- Low-risk pilot without disruption to existing workflows
- Limited scope for one gate, easy rollback if it fails.
- Optional human-reviewed outputs
- Tested in controlled environments before implementing in the terminal