

Sign language: the next step in video localization

Time to step up from subtitles

Too often, video accessibility for deaf and hard-of-hearing audiences relies on subtitles or captions.

But for many of these viewers, their preferred language for everyday communication isn't Chinese, English, Spanish, or any other spoken language. Instead, they're native signers of one of the world's sign languages.¹ So even if they're relatively fluent at reading the subtitles, they'll be doing so in a second language.

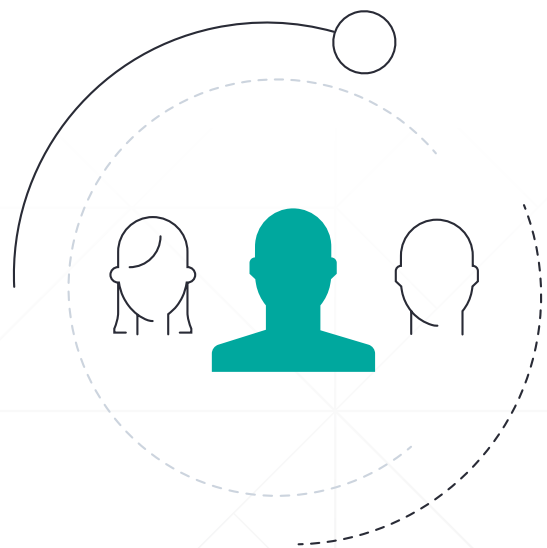
This is why RWS offers the option to localize your video content for native signers by adding sign-language interpreting to pre-recorded videos.

Each of the world's sign languages is a unique mix of hand gestures, body postures, face expressions, lip movements and finger spelling.

What is video localization through sign-language interpreting?

At its most basic, it's a two-step process. First we film a professional interpreter signing the video's audio track in the target sign language. Then we embed this film into your video, resulting in a picture-in-picture (PIP) presentation.

Behind the scenes it's more complicated, with a lot to get right. But we keep it nice and simple for you – just tell us what you need and we'll do all the hard work.



¹ There's no universal sign language (International Sign generally serves as a fallback language only). Nearly every country has its own sign language, with some having more than one.

Getting the details right

Quality of interpretation

We choose in-country sign-language interpreters who:

- Are fluent in the signs for terminology in the relevant field
- Possess the register to address professionals in that field
- Understand the importance of delivering neutral interpretations
- Can synchronize their interpretation to within two seconds of the total video length

If signs don't exist for certain terminology, we work with you and others in your industry to develop and document them.

Quality of video

To deliver great quality video, we ensure that:

- The interpreter is suitably lit
- There is good contrast between their hands, face, clothing and background
- They show no visible signs of fatigue
- The resolution is appropriate
- The embedded video doesn't obscure any on-screen text

We can embed the interpretation as a PIP box in a corner of the screen, or record against a green screen and embed a surround-free 'cutout' of the interpreter.

Developing the gold standard of quality

Quality assurance (QA) is a critical part of any localization work. For sign-language localization, our QA methodology and standards are constantly evolving to be as comprehensive as possible. They include:

- An agreed-upon glossary of signs
- A clear quality scoring system for interpretations
- Standardized error categorization

We can offer sign-language interpreting QA as a standalone service assessing historical work (by others or ourselves), or as part of a current video localization project.

To learn more about what we offer or discuss your needs for localization with sign-language interpreting, contact us at: languageservices@rws.com

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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