

Dear Journalist,

This year's [Web Summit](#), taking place on 6-9 November in Lisbon, will bring together attendees from over 160 countries for what has become the world's largest tech conference.

European entrepreneurship will be on display, including innovative small and medium-sized enterprises (SMEs) that have benefited from the [Enterprise Europe Network](#) to make the most of business opportunities in the EU and beyond.

The Network will be exhibiting at the Summit alongside some of these innovative SMEs. One of these businesses will be the Austria-based company 'SignTime', which has developed cutting-edge sign language translation technology.

The SignTime success story, featured below, can be used for your coverage free of charge and copyright (in its entirety or its parts). Interviews with the entrepreneur heading SignTime can also be arranged upon your request (please contact: [Francisco.Milan@icf.com](mailto:Francisco.Milan@icf.com)).

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### **SignTime at the Web Summit: Making digital content readily accessible for deaf people**

**While sign language enables deaf people to enjoy visual content, relying on human translation can make production expensive and time consuming. An on-screen avatar that turns information into sign language using smart algorithms could be the solution.**

The concept, called SiMAX, has been developed by Austrian SME SignTime. "For deaf people, sign language is their mother tongue," explains CEO Dr. Georg Tschare. "Written text is often hard for them to catch, so what SiMAX does is translate spoken words into the language they know."

This solution will help public and private institutions make their products and services more readily accessible to deaf people, and ensure that a major section of society does not find itself on the wrong side of a digital divide.

The SignTime team, half of whom are deaf, recognised the huge market potential of this technology in cost-effectively bringing digital, TV and film content to a wider audience. However, they found it challenging to contact the major companies and organisations they needed to sell it to.

The Enterprise Europe Network provided valuable assistance here by helping SignTime to put together and submit EU funding proposals, meet potential customers through their database and identify coaches who could best address their needs. With the Network's help, SME Instrument Phase 2 funding has been secured and major clients like Deutsche Bahn brought on board.

The SiMAX prototype is still being optimised and expanded. By 2019, Dr. Tschare expects to add signs for British, French, Italian, Spanish and Polish clients.