



Sign language: the next step in video localization





Time to step up from subtitles

In its latest *Can't Read, Won't Buy* report, CSA Research found that consumers have a clear majority preference for content in their native language – and 40% won't buy in any other language.

It confirms what we know instinctively: that localization is critical to building true understanding and trust. But how do you localize video content for deaf and hard-of-hearing viewers? Subtitling does make video more accessible, but ignores an important fact:

Those who rely on sign language for everyday communication don't have Chinese, English, Spanish – or any of the world's spoken languages – as their native language. So even if they're relatively fluent at reading subtitles, they'll be doing so in a second language.

Their *native* language will be one of the world's 200+ sign languages.¹

A new era for video localization

This is why RWS has added sign-language interpreting to our video localization services. Now you can ask for sign-language localization of pre-recorded video – just as easily as asking for subtitles.

We're proud to be pioneers in this space, working closely with those who, like us, want to create the gold standard for video accessibility. If this sounds like your business, we're ready to help you give your deaf and hard-of-hearing audiences the respect they deserve.

There are 200+ sign languages worldwide, each a unique mix of hand gestures, body postures, face expressions, lip movements and finger spelling.

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.

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 desired 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.

Getting the details right

Quality of interpretation

We choose in-country sign-language interpreters who:

- Are fluent in the signing terminology of 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.

Everything else as you'd expect

We've folded the option of sign-language interpreting into our usual video localization workflow, so you'll benefit from the reliable, convenient process you already know well.



Developing the gold standard of quality

Quality assurance (QA) is a critical part of any localization work. For this new service we're still developing a comprehensive QA methodology and evolving our QA standards, which include having:



An agreed-upon glossary of signs



A clear quality scoring system for interpretations



Standardized error categorization

Just as with our linguistic quality services, 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.

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Next steps

To learn more about what we offer or discuss your needs for localization with sign-language interpreting, contact your RWS program director or visit our website.

[rws.com/signing](https://www.rws.com/signing)

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.

Our clients include 90 of the world's top 100 brands, the top 20 pharmaceutical companies and 19 of the top 20 patent filers. Our client base spans Europe, Asia Pacific, and North and South America. We work in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors, which we serve from 80+ global locations across five continents.

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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