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Ministry of Information Affairs (MIA) announces launching of VoiceMate

The First AI Sign Language Digital Avatar Translator for News Channels

Manama, Kingdom of Bahrain, 20th January:

Today at an event, Ministry of Information Affairs announced development of a novel product named VoiceMate, useful to support hearing-impaired people to watch online or on-air video channels by the help of digital avatar, a real-time transcript solution for Sign language. The solution was developed by a group of students in the cloud innovation center University of Bahrain along powered by AWS and sponsored by Tamkeen.

Today, hearing-impaired people misinformed when consuming social media or news. Currently, it is quite problematic to include a sign language translator for news or other video channels due to the absence of adequate specialists handling transcriptions on their stations. MIA contracts three sign language freelancers to cover very few TV programs on ad-hoc basis and upon their availability, which limits availing this service anytime they want. To exclude hearing-impaired people who are important part of the community has a significant effect on their viewership.

MIA is launching VoiceMate, a unique solution applying innovative technologies in AI and ML to automate live transcription for sign language by embedding digital avatar on top of English news bulletin. The real time sign language translation is utilizing 3D model with AI and SageMaker M/L dataset that is derived from American Sign Language (ASL).

The solution will help hearing-impaired entering a new area of information, which was not accessible to them. VoiceMate is constructed on top of a many advanced artificial intelligence technologies, which is going to be very valuable for owners of news channels and other video producers, who need their content to reach to a wider community including hearing-impaired. Production houses can now overlay digital avatar to any kind of video materials, tuned for their own character style or graphics appearance. Bahrain TV will be the very first provider that is going to integrate automated sign language digital avatar on their channels.

There are huge benefits when applying VoiceMate, where correctly informed hearing-impaired people are less prone to disinformation, increased media awareness, decreased amount of disinformation, increased trust in professional media and formal information.

QUOTES TO BE ADDED LATER



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