

This unedited transcript of a continued webinar is provided in order to facilitate communication accessibility for the viewer and may not be a totally verbatim record of the proceedings. This transcript may contain errors. Copying or distributing this transcript without the express written consent of continued is strictly prohibited. For any questions, please contact customerservice@continued.com

One Sorenson Suite of Services
Recorded February 17, 2023
Presenter: Stephen DeMari

- And welcome to today's course one Sorenson suite of services presented by Mr. Steve DeMari. It has been said that innovation is seeing what everybody has seen and thinking what nobody has thought. This month on AudiologyOnline we are celebrating innovation in the hearing industry with our Industry Innovation Summit. Thank you for joining us today, and we hope to see you in other summit courses throughout the rest of our month. And you can also find recorded versions of these in our course library. We would like to thank our title sponsor Care Credit and all of the companies including Caption Call who are participating in the 2023 summit. And now it is my pleasure to turn the microphone over to you, Steve.

- Thanks, Kimberly, and thank you Audiology Online for the invitation to participate again in the Audiology Online Summit this month. We really appreciate it. Yeah, my name is Steve DeMari and I'm an audiologist. I've been with Sorenson now for about three years. I've been in the industry for over 35 in many different capacities. I live in the Chicagoland area and I do a lot of presentations and education and a lot of blogs and connections with the audiology and hearing care professional community. Just wanna review a few of the outcomes today, the learner outcomes. After this course, participants will be able to identify the entire Sorenson suite of services available for the deaf and hard of hearing. After this course participants will be able to explain the requirements for referring patients to Sorenson for services.

And after this course participants will be able to discuss the basic functionality of these Sorenson services, including Olelo by Sorenson, our mobile captioning application. Sorenson links deaf and hard of hearing communities and hearing communities through products and services for individuals and organizations from ASL to interpreting to captioning as well as providing the supporting equipment. That connection feeds the growth of diverse, equitable and inclusive environments that reflect vibrant communities, strengthen workforces and extend opportunity. We continue our partnerships with organizations like Gallaudet, RIT and the Deaf Olympics

to drive sustainable impact across the deaf and hard of hearing communities. This is our CEO Jorge Rodriguez, and this is a quote from him recently. "We enable human connections through the power of language by empowering people to enhance experiences, bridge cultures, and transform lives."

Some of the tenants of our company, we are a market leader. Over 140 million conversations annually. We are the largest provider of sign language interpreting services and human assisted captions in the world. We're a household name. 95% brand recognition in the deaf community. We are integrated into the daily life of over 450,000 deaf and hard of hearing individuals in the US and UK households. We're a diverse certified minority owned business enterprise MBE with a minority led board and executive team. We're a strategic partner. We're a Fortune 500 business partner. We currently provide sign language, captioning services and employee development for numerous Fortune 500 companies. We're a tech innovator. We have 239 patents on deaf-focused technology and we're recognized by Fast Company as a market leader in inclusive technology.

We're an employment leader. We employ 5,000 plus deaf and hard of hearing and hearing interpreters. Forbes designates us as a diverse and inclusive workplace. We're compliant. We experts that 1,500 customer partnerships. We have experts in all forms of Americans with Disabilities Act compliance for the deaf and hard of hearing, we have ASL expertise 10,000 plus classes and CEU credits. We're an industry leading interpreter professional training program focused on developing the next generation of interpreters. Diversity, equity, inclusion and accessibility. We're an equity employer. The unemployment rate is 22% higher for deaf individuals. Something that we're very aware of. We're very inclusive as a company. 39% of US job seekers have turned down positions due to perceived lack of inclusion and then retention.

And employees are 47% more likely to stay if they perceive a company as inclusive. Our footprint, you can see we are a global company. We employ 5,000 plus sign language interpreters and we're adding 800 more in the coming days. We have existing operations in current countries of the United States, Canada, UK, Ireland, Scotland and France. Sorenson also continued its global expansion. For example, we re-entered into Puerto Rico and fortified our position there by diversifying our services to include VRI, video relay interpreters. We also doubled down in the UK as our customers expand into new territories and regions we follow them and we'll continue to grow and help support our customers as they expand globally. All in all, through our efforts.

we've increased our services internationally. Some awards. It's always nice to know that we're being recognized for the strong work that we do. Sorenson continues to be recognized for excellence across many aspects of its business. Last year, Sorenson was named to four Forbes best Lists. In addition, last year Fast Company named Sorenson a world's most innovative company. And we were honored to join the list of other mission driven businesses making the biggest impact on their industries and on our culture as a whole. A couple of our highlights of these awards are the Sorenson again being named to Forbes America's best mid-size employers and then our caption call technology received the Hearing Technology Innovator Award for captioning technology software.

Our suite of services. Again, we are here to provide services to the deaf and hard of hearing, sign language interpreting in person and over video for individuals and businesses. So sign language interpreting for individuals is our video relay service, and for businesses as well. We have caption phone calls via captioned home phone device or mobile app caption call as you are aware of. We have CART services, excuse me, communication access in real time. Live or remote captioning of speakers' events including full transcripts. Accessibility consulting for diversity types of environments. We are enabled to provide accessibility consulting with our staff of interpreters.

Language translation and transcription with multilingual settings. Media post-production captions and ASL interpreting for video content.

Spoken language interpreting over the phone for individuals with multilingual availability. So a little overview on the video relay service. Again, video relay service is available around the clock. We have interpreters 24/7/365. We are federally funded and we're available at no cost for deaf and hard of hearing users who communicate using ASL. We also have enabled an emergency 911 call to go to the first available interpreter, connecting users to emergency services at home or their current location. A couple of personal video relay apps that we can review here. The Ntouch for you can designate one number as your primary number and get the call on any device in your MyPhone group app. You can call transfer, you can answer the call on one Sorenson device and transfer to another for the ultimate flexibility.

There's a personal sign mail greeting so you can film yourself making a greeting message, create a text only message or have both video and text. Safety. Again, you can use the 911 feature from wherever you are to request emergency services in ASL. Portability, you can get Sorenson video relay anytime, anywhere. Again, we've talked about 24/365. Convenience. Just download it and log in with a Sorenson Relay mobile account. And then encryption. All calls are encrypted for privacy. Wavello. Another useful app is designed for hearing friends and family of deaf people using Sorenson Video Relay. Wavello is an all new VRS experience that allows you to see each other and the interpreter on the screen. It's already built into Sorenson and Touch apps and Lumina.

So only the hearing person needs to install the Wavello app to communicate with the deaf loved ones via interpreted video calls. So this app for hearing users. So the Wavello app will allow hearing friends and family to talk to deaf people while seeing each other on screen, along with the ASL interpreter. The built-in for deaf users is the

Wavello feature is built into the Lumina which we'll talk about in a second. And ntouch products for deaf users, all they need is for hearing friends and family to install the Wavello app and register their phone number. It's deaf initiated. So once the initial call connects through Sorenson video relay, the deaf user can see if the hearing person's phone number is registered in the Sorenson Wavello app.

If it is, the deaf caller can initiate the Wavello session. And we can certainly come back to this slide if we have time at the end to pay attention to some frequently asked questions about these two applications. Another personal solution is our video phone the Sorenson Lumina VP. So again, we just mentioned this a few minutes ago and there are a lot of new features with this video phone. There are brighter flashers, and you can see on the little video going there, there's brighter flashers. So especially during the day that you don't have any issues seeing the flashing and/or even the the video quality on the screen. It's gonna give you the best video quality possible which is our goal, especially in daylight.

So you don't have to always have blackout shades set up for example. Encryption. You can make phone calls with confidence. They're very secure, customizable light ring so you know who's calling before you see the screen by setting custom light ring colors and patterns. Flexibility, you can use Lumina at your desk or in your living room. It's television quality resolution. Add Lumina on any size TV screen you want.

Customization. you can change the UI theme to suit your preferences and vision. And again, deaf-centric engineering. Lumina was designed specifically with the deaf and for the deaf. And again, I have a lot of FAQs that we can pop back to on this slide. Other personal solutions which you are aware of.

And we had a talk on February 7th during the audiology summit. And that will also be available on AudiologyOnline. And that's our caption call and olelo technology. So this technology allows qualified users to hear and read what the other person is saying so

they can better understand and engage in the conversation. All caption call companies receive compensation from the same telecommunications relay services fund through the Federal Communications Commission under the Americans with Disabilities Act Under the ADA Title IV. Caption Call by Sorensen receives compensation from the TRS fund by minute of use for accurate captions. Caption call eligibility requires that the individual have a hearing loss that necessitates the use of captioning services in order to effectively communicate on the telephone.

Olelo is an easy to use app to help people with hearing loss use the phone. Olelo captions every word as it's spoken in real time. Again, visit [AudiologyOnline](#) for the introduction to caption call by Sorenson presentation for more information on these two applications. Some business solutions. Sorenson VRI video interpreting whether you're meeting in person or virtually, our expert sign language interpreters allow easy discussion between deaf and hearing participants with the convenience of remote service over an internet connection. We can go onsite. The ideal interpreting experience is a person with an ASL interpreter facilitating face-to-face communication between sign and spoken language users. and then specialized technology individuals. Highly skilled professional interpreters for any situation, legal and medical.

So they have a strong background in these fields. So when you're getting your specialized interpreter services, they are versed in your industry or field that you are wanting to have the conversation about. Also for the deaf/blind Interpreting and certified deaf interpreters are a member of this group. Interpreting services. So as you can see, I'm not gonna read the slide here but in-person interpreting, we have face-to-face. ASL interpreting provides the most interactive and inclusive experience for deaf and hearing participants allowing discussion without delay and enabling interpreters to better identify speakers and convey body language and nonverbal cues. So VRI, Video Remote Interpreting, you can schedule over video sign language interpreting for any conversation or event with deaf and hearing participants, whether

you're meeting in person or virtually with interpreters able to prepare in advance for optimal message accuracy.

Onsite interpreting. The most interactive option for interpreted experiences. We can provide in-person services so everyone can see each other and the interpreter and interpreters can provide unspoken context like body language. Additional business solutions. CART captioning transforms speech into text in real time offering your audience another way to absorb information and understand content. Transcription services. Find solutions for closed captioning, subtitling, live captioning and transcription services all from one provider for ease and convenience. If you go to the sorenson.com website there'll be more information too with regard to the benefits of captioning for colleges and universities and how assistive captioning benefits adults with age related hearing loss. Additional business solutions on the CART captioning. So CART is real-time captioning service.

It improves engagement for deaf and hard of hearing communities, non-native language users and visual learners can overcome comprehension challenges of complex or technical subject matters, noisy or distracted environments, large spaces with audience members that are far from the speaker. Our live captioning agents produce high quality real-time captions with high accuracy, accounting for accents, terminology, and slang. After your session, you have access to the transcript with the option to request a cleaned transcript for your records. Now I'm gonna jump back to the slide with some of the FAQs and we also have colleagues that are taking your questions from the chat. But I'm gonna jump back here now to the video relay apps. The first thing I'd like to review in a little bit more depth is the ntouch app.

Again, the ntouch app allows video relay use on all devices, smartphones, tablets, or computers. So some of the questions that typically come up here are does Sorenson Ntouch work with iOS or later or Android, et cetera? Yes, it, it works with all of the

latest iOS and Android software releases, whether it's on your phone or on your tablet. Can you use it on a computer if you don't wanna use it on a tablet or phone? Sorenson Ntouch will work on any Mac or PC computer. So again, just wanna make sure that you have a webcam. And can you use your own built-in webcam that's compatible with your computer? Yes, the quality of the camera will affect the quality of your video.

Another question is, can I use the same login information on my video phone and mobile device? Yes, you can log in into both your video phone and mobile device using your MyPhone account information if both accounts are part of your MyPhone group. You can contact our customer care to set up the MyPhone Group. How is VRS funded? All VRS companies are compensated through the same telecommunications Relay Services fund established by the Federal Communications Commission under the ADA. Sorenson again receives compensation from the TRS fund for the number of minutes that are interpreted accurately. The Wavello app, let's dive into that a little bit more. Again, this is an app for hearing users to see the interpreter and the deaf person on the screen.

So can the question, can a hearing person call deaf friends and family from within the Wavello app? No. Hearing people make a regular call to talk to deaf people through the Sorenson video relay and can let the deaf person know they have Wavello. The deaf person can then send them a video call invitation. How is Wavello actually different than video relay? Well, Wavello is a video relay call supported with video. Everyone on the call, the deaf person, the hearing person and the interpreter can see by each other. Just like the video relay, there's no cost to use Wavello. Can anyone use Wavello? Yes, both deaf and hearing people can use Wavello. Once in a Sorenson video relay call deaf people can use Lumina or an Ntouch product to initiate a Wavello call to a hearing person who has downloaded the Wavello app and registered their phone number.

How does a hearing user set up Wavello? There's a few steps here and we can certainly share those steps with you. And those are also available on the sorenson.com website. How does a deaf user find the Wavello feature? The deaf user needs to first be in a Sorenson video relay call and connected to the hearing person. Once that call is connected, if the the phone number of the hearing person is registered with the Wavello app, the deaf user will see the Wavello icon in the call menu. Do the deaf individuals need the Wavello app? No. If a deaf user uses the Lumina video or the Ntouch products, the Wavello feature is already installed on those products.

Only the hearing users need the Wavello app. Can the Wavello app be installed on a mobile device other than phones? Yes. Wavello will work on an Apple iPad or an Android tablet. Can an a landline phone number be registered in the Wavello app? Yes. If you are still a user of the landline, we recommend you register your numbers that your deaf friends and family would use to call you including landline numbers and mobile numbers. What if a hearing person does not receive a request for a Wavello call on their device? Well, we'll just need to make sure that your notifications are enabled for the Wavello app in the mobile devices settings. Certainly disabling those notifications will result in hearing users not being able to see incoming requests for Wavello video calls.

Can the Sorensen video relay interpreter connect the Wavello call? No. The Sorensen video Relay Interpreters cannot initiate Wavello calls. They can only see if the Wavello option is available to the deaf user. How can people share Wavello with their hearing family and friends? Well, the deaf person can share it by going to their ntouch app on iOS or Android. And again, those steps are located in sorenson.com. You just go onto that website and the specific steps will be laid out for you. And then can Wavello be used as an onsite video Relay Interpreters or VRI service, meaning the deaf and hearing people are at the same location? No, Wavello is an option only for Sorenson video relay calls.

And I'm gonna go into one other slide that has some pretty good FAQs and that's the Lumina. Some folks might have some questions about the Sorenson Lumina video phone. So again, the Lumina video phone is a standalone device that connects to the internet and streams both video and audio. It functions similarly to conferencing software such as Zoom, Teams, et cetera. So Sorenson video phones are specially created for and provided to deaf consumers so they can call hearing people through an ASL interpreter. If you're a current Sorenson video relay customer, how do you get the Sorenson video phone? If you're already a customer and you're on the list we'll contact you when your new video phone is ready.

If you're not on the current Sorenson list, you can apply at the Sorenson video relay account information which again, you can find on sorenson.com. We have spec sheets there as well. So if you need to find out any more information about the specifics of the video phone. And then as far as television, you can use any size television for the Lumina video phone. That is 720P in technology and up. And what I'm gonna do now is, while I am going through another set of slides to share with you, I'm gonna refer over to Melanie and Kume to see if there's any questions that have come in so far that we might wanna answer.

- Let's see. Oh, it looks like we do have a question coming in if you've got time for one.

- Sure. Okay. So yes, Sorenson offers captioning as this presentation kind of reviewed all of the stuff in a introductory way. We offer closed and open captions. We offer subtitles, we offer transcription but we do not offer translation. So that would be someone speaking a foreign language and then we would be interpreting or translating that foreign language into an another language. So we do not do translation yet. And let's see, I'm on the Q and A but I don't think there's any other questions here. I think

I'm gonna wrap it up and let Kimberly take us to closure unless there's any other questions. Thank you very much.

- Yeah, I don't see any, so if anyone has any questions following the webinar, feel free to reach out to Steve. You also have a lot of contact information there on the screen, so please feel free to contact someone at Sorenson or contact Steve directly. This will conclude today's webinar. Thank you again everyone for attending today's 2023 Innovation Summit. Thank you again and I hope everyone has a great day.

- Thank you.