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One Sorenson: Suite of Services

Presenter: Stephen H. DeMari

- [Anna] Welcome to today's course, "Sorenson Full Suite of Services" presented by 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're celebrating innovation in the hearing industry with our fourth industry innovation summit. Thank you so much for joining today and we hope to see you in other summit courses, which you will find in our course library. We would like to thank our title sponsor, CareCredit, and all of the companies who are participating in the 2024 summit. And now it's my pleasure to turn this over to Steve.

- Thanks, Anna. Hi, everybody. Appreciate you coming. I'm gonna advance here to the first slide and let me set my monitor. There we go. Thanks a lot for coming. My name's Steve DeMari. I'm an audiologist and I've been with Sorenson and CaptionCall now for three years, and we have a lot of information to present today. And so after the session if there's questions, as Anna said, you can put them in the chat or you can always feel free to reach out to me. So Sorenson is a global language services provider and is one of the world's leading language service providers and the world's leading provider of communication tools for the deaf and hard of hearing. We combine patented technology with human-centric services to connect signed and spoken languages like captioning, video relay services, over video and in-person sign language, and spoken language interpreting, realtime event captioning services, and post production language services.

We're a provider of IPCTS, CaptionCall as you're familiar. And our company has an impact that extends beyond the connections that we support. Under Sorensen's Impact and Vision and Action Plan, we're reviewing our carbon footprint, addressing accessibility and advancement barriers for the deaf employees, and implementing a supplier diversity program. Sorenson is a minority-owned company committed to expanding opportunities for the underserved communities and championing a culture of belonging. Our president, Jorge Rodriguez, he's our CEO. Sorenson links deaf and

hearing communities through products and services for individuals and organizations from ASL, 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 to partnership with organizations like Gallaudet, RIT, and the Deaflympics to drive sustainable impact across deaf and hard of hearing communities. Some of the big bullets about our company is we are a market leader. We're the largest provider of sign language interpreting services and human assisted captions in the world. We've been a household name, Sorenson CaptionCall certainly. We're integrated into the daily life of over 450,000 deaf and hard of hearing in the US and UK households, and that's for the Sorenson brand of services. We champion diversity. We're a certified minority-owned business enterprise with minority-led board and executive team. We're a strategic partner. Currently we provide sign language and captioning services and employee development for numerous Fortune 500 companies.

We're a tech innovator. We have 239 patents on deaf focused technology and recognition by Fast Company as a major market leader in inclusive technology. We are a champion of DEIA and employment, Forbes designation as a diverse and inclusive workplace. We're compliant. This is very important to us and experts in all forms of the ADA, the Americans with Disabilities Act compliance for the deaf and hard of hearing. And we are an expertise in ASL. We have 10,000 plus classes and CEU credits leading the industry for interpreter professional training programs focused on developing the next generation of interpreters. Employment equity. The unemployment rate is 22% higher for deaf individuals. Many people from the deaf community run the Sorenson company. Inclusion. 39% of US job seekers have been turned down.

.. Have turned down positions due to perceived lack of inclusion. And then retention. Employees are 47% more likely to stay if they perceive a company as inclusive. Our

Sorenson footprint, we employ 5,000 plus sign language interpreters and we're adding 800 more. Our existing operations right now are currently in the US, Canada, the UK, Ireland, Scotland and France. Sorenson also has continued its global expansion. We've just re-entered Puerto Rico and fortified our position there by diversifying our services to include the VRI... to include VRI video relay. We also doubled down in the UK as our customers expanded into new territories and regions we follow them, and we will continue to grow with our customers as they expand globally. All in all, through our efforts, we increased our services internationally.

We've been identified as leaders in these sectors. This leads to our credibility. And again, this is about Sorenson's full suite of services and what we offer. Sign language interpreting, in-person and over video for individuals, VRS and business VRI. Captioned phone calls via captioned home phone device or mobile app CaptionCall, CART services which we will spend some time on later, but this is being revamped. But our CART services, communication access in real time, live or remote captioning of speakers and events, including full transcripts and accessibility for DEIA environments. We will also expand into language translation and transcription with multilingual settings, spoken language interpreting over the phone for individuals with multilingual availability. And then media post-production captions and ASL interpreting for video content.

Personal solutions. Our VRS technology is around the clock, on-demand interpreters 24/365. We are federally funded, available at no cost for deaf and hard of hearing users who communicate using ASL. And then the E911, so your emergency 911 calls go to the first available interpreter, connecting users to emergency services at home or their current location. A little bit about some of the different services. So Sorenson Lumina video phone. It provides flashers, it has high video quality. There's encryption so it makes the phone calls in confidence. 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.

Television quality, add Lumina to any size TV that you want. You can customize it, change the UI theme, and it's very deaf-centric. Engineering Lumina was designed specifically with the deaf and for the deaf. A couple of apps to focus on as well, Ntouch and Wavello. So the Ntouch app is designated one... You can designate one phone number as your primary number and get the call on any device. You can transfer a call on one Sorenson device and transfer to another. You can film yourself making and greeting a message. Create a text only message or have both video and text. You can... Again, 911 is important so you can dial 911 from wherever you are to request an emergency service in ASL.

It's portability, anytime, anywhere, convenience, just download and log in and then as well as the other apps. This also enables encryption. The Wavello 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. So it's already built into the Sorenson Ntouch app and Lumina. So only the hearing person needs to install the Wavello app to communicate with a deaf loved one or friend via interpreted video calls. The Sorenson Wavello app allows hearing friends and family to talk to deaf people while seeing each other on screen along with the ASL interpreter. It's built in for deaf users.

So the Sorenson Wavello features built into the Lumina and Ntouch products for the deaf users. All they need is for the hearing friends and family to install the Wavello app and register their phone number. It is deaf initiated. So once the initiated 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. CaptionCall Solutions. CaptionCall is a product of Sorenson, that is

our parent company. And as you're aware, CaptionCall, there's no cost for people with hearing loss who need captions to use the phone. If you qualify for CaptionCall, you can also get our mobile captioning app, CaptionCall Mobile.

You can read your conversations in big clear text with our home caption phone service. You can also count on instant accurate closed caption phone calls so you can keep up with your conversations and connections. CaptionCall works just like any other phone, except you don't have to struggle to hear. We transform your phone calls into text and display it on the large touch screen with auto scrolling and as you listen to the person talk. We've been fine tuning our captioned phone service for the hard of hearing since 2010 to give you the best caption phone experience. CaptionCall Mobile, we've just rebranded back to is a no-cost app for people with hearing loss who need captions to use the phone.

Just pick up the phone wherever you are, catch every word of your calls with the caption mobile captioning app. It's an award winning technology that uses predictive AI, turn spoken language into realtime captions on your smartphone that you can read like a text thread. CaptionCall Mobile is streamlined workhorse, functional features you'll use such as voicemail captioning, captioned call transcripts, English or Spanish captions and user interface and adjustable text and size. If you can qualify for a CaptionCall Mobile or CaptionCall home phone to get captions on those calls too with our landline captioned phone. Sound off. Our Sound Off Project rose from your stories, shared experiences from millions of veterans battling hearing loss alone. CaptionCall by Sorenson launched the Sound Off Project to offer solutions and resources, but more than that, as a place for you to find connection.

Here there's comradery, overpowers isolation, uniting a formidable and resilient community whose collective strength powers each other through to happier and healthier lives. Business interpreting services. There's in-person interpreting. So we

offer face-to-face ASL interpreting, provides the most interactive and inclusive experience for deaf and hearing participants. Allowing discussions without delay and enabling interpreters to better identify speakers and convey body language and nonverbal cues. Some types of business interpreting in business solutions VRI, whether you're meeting in-person or virtually, video interpreting engages our expert sign language interpreters to allow easy discussion between deaf and hearing participants with the convenience of remote services over an internet connection. You can have on-site sign language interpreters, the ideal interpreting experience in person with an ASL interpreter, facilitating face-to-face communication between signed and spoken language users and highly specialized.

These are highly skilled professional interpreters for any situation, legal and medical as well as deaf-blind interpreting and certified deaf interpreters. Video remote interpreting. I was gonna play that video but it's a little funky, but you kind of get the idea here. You can schedule video remote interpreting. It's scheduled 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, you're able to prepare in advance for optimal messaging accuracy. And then as we said, onsite interpreting is the most interactive and effective option for interpreted experiences. We can provide in-person services so everyone can see each other and the interpreter/interpreters can provide unspoken context like body language.

We're on Zoom right now, Sorenson for Zoom VRS. You may have used VRS for your Zoom meetings before, but not like this. Sorenson first of its kind solution for Zoom VRS enables you to invite our highly skilled ASL interpreters directly into your Zoom call so you can see everything on one screen. And so can everyone else. Sorenson for Zoom improves multilingual support and collaboration for deaf and hearing connection. You can choose the app that works best for your Zoom conversations. So Sorenson for Zoom is our integrated app within Zoom. You can download it from the Zoom

marketplace. If you're on a meeting.... If you're the meeting host and have paid account, you can invite an interpreter to join the meeting directly from the Zoom window.

And then the Sorenson web app, you can access the web app in via the URL or download it if you prefer, and use it to invite interpreters into your Zoom meeting, whether you're the host or an attendee, as long as the host has a paid Zoom account. Sorenson Express, this is an on-demand enterprise solution. This answers questions, inquire about needs and preferences and recommend products and services with the same level exceptional customer service for deaf customers that you make a priority for hearing customers. It's an equitable accessible customer experience at your fingertips with on demand ASL video remote interpreting. You can empower your employees to succeed while earning customer loyalty with your commitment to inclusion.

Sorenson Express for employees, you can support seamless communication between deaf and hearing colleagues for an inclusive and collaborative workplace. When you can't schedule an interpreter in advance, Express allows deaf and hearing employees to get an interpreter on the fly for impromptu meetings when urgent matters arise or when they simply need to talk through an issue. Companies that leverage the full extent of their team's perspectives, experiences, and talents achieve better outcomes. So this is an on-demand. You can request an interpreter using Sorenson Express and one appears on screen within moments. It's inclusive. It expands communication opportunities between signed and spoken languages. It's ADA-compliant, expands communication opportunities between signed and spoken languages, meets federal for providing effective communication access.

It's convenient, hassle-free to access interpreters at a moment's notice and it's available on your tablet or mobile device for space efficiency and portability. CART

captioning. Again, we're revamping the CART captioning sector. We will continue to provide more information on our CART, but Sorenson's CART Captioning service provides live conference captioning in real time on individual devices or a large screen with superior accuracy for maximum engagement and understanding. Closed captions and transcriptions. With our post-production closed captioning and transcription solution, you can request captions on prerecorded media in advance for a presentation at your event or afterwards to share recorded sessions from your event. So this is the CART captioning. So you can see, she's using an iPad.

There's... It focuses on comprehension so you can read clear and accurate text. Retention studies show that the use of captions increases short and long-term recall information. Equity, CART captioning allows broader audience. And engagement, our post-session transcripts eliminates the need for note taking. Sorenson has established an ecosystem of partners to address accessibility with a thoughtful and holistic approach. So considerations such as inclusive communication, accessible design, inclusive workspaces, deaf and hard of hearing culture, ADA regulations are met. And together we create an outcome-based accessibility strategy. So our processes enable you to understand the problem, define the vision, and identify and prioritize actions and timelines. You can create implementation roadmaps and determine KPIs. I'm going to step back to a FAQ section slide.

So I'm gonna jump backwards to better address a couple of the apps. So some of the frequently asked questions for our video phone. Specifically what is the video phone? And this video phone is a standalone device that connects to the internet and streams both video and audio and functions similarly to conferencing software such as Zoom, Teams, et cetera. And Sorenson video phones are specially created to provide deaf consumers so they can call hearing people through the use of American sign language. How do you get the phone if you're a current Sorenson video relay customer? You're

already on the list and we'll contact you when your new video phone is ready. And as far as a TV requirement, you can use any size TV that is 720P and higher.

Some of the frequently asked questions for the two applications. Ntouch, do I need to use a specific mobile device for Ntouch? Sorenson Ntouch will work on any iOS 12.0 or higher, or Android, any 5.0 or higher is required for phone or tablet use. Can you use Ntouch on any computer? Sorenson Ntouch will work on any Mac or PC and you just need to make sure you have a webcam. Can I use any webcam? Any webcam that is compatible with your computer will work. The quality of the camera will affect the quality of your video. Can I use the same login information on my video, phone and mobile device? You can log in both your video phone and mobile device using your myPhone account information.

If both accounts are part of your myPhone group, you can contact Sorenson customer care to set up a myPhone group. And then how is video relay service funded? All VRS companies are compensated through the same Telecommunications Relay Services fund established by the Federal Communications Commission under the ADA. Sorenson receives compensation from the TRS Fund for the number of minutes interpreted for VRS calls. And then finally, Wavello. 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 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 different from video relay? Wavello is a video relay call supported with video. Everyone on the call, the deaf person, the hearing person and the interpreter can see each other just like a video relay. And there's no cost to use Wavello. And on this app, can anyone use Wavello? Yes. Both deaf and hearing people can use Wavello. Once in a Sorenson video Relay call, deaf people 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. And a few easy steps. Again, just download the app, you register your phone number, and then after registering, you may just make sure you click allow notification from the Wavello app and then your deaf friend or family member calls you on your phone.

They use headphones, turn on your speaker phone. And then after accepting the Wavello invitation, you should see your deaf friend or family member on the screen. Do deaf people need to use the Wavello app? No, deaf users can use Lumina or Ntouch and the Wavello feature is already installed on most products. Only hearing users need to use the Wavello app And can Wavello be installed on mobile devices other than phones? Yep, Wavello will work on any Apple, iPad, or Android tablet device. Can landline phone numbers be registered in the Wavello app? Yes, we recommend you register your phone numbers that your deaf friends and family would use to call you, including landline numbers and mobile numbers.

If a hearing person does not receive a request for a Wavello call on their mobile device, check to be sure notifications are enabled for the Wavello app. And then can Sorenson Video Relay interpreters connect the Wavello call? No, Sorenson Video Relay interpreter cannot initiate Wavello calls. They can only see if the Wavello option is available to the deaf user. And then finally, how can deaf people share the Wavello with their hearing and family and friends? The deaf person can share it by going to their Ntouch app and iOS or Android and just tap on the blue button in their settings and they can see the text and email options available in the Android operating system to be able to send it to their family or friends.

And then can Wavello be used as an onsite video relay interpreting 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 with that, I think we've got a couple minutes left that we can use for Q&A, and I will pass that over to Anna. Let me jump

into the Q&A and answer these two questions. Do you have a non-wireless home caption phone? I think what you're asking, a non-wireless home caption phone. So if you're asking about CaptionCall and the CaptionCall 78T phone, those phones plug in. So they're gonna plug into either a landline electricity, but as long as the user has a smartphone, a landline, or the internet, they can receive captioned phone service.

So I'm not sure if that answers the question, but when you say non-wireless. And I can certainly expand on that if you need more information if I didn't provide the right answer. And then which of your systems uses AI to caption versus a live captioner? So, good question. So a couple answers. Your home phone service will rely on, and I'm gonna provide a CaptionCall presentation next week, but a home phone caption is performed by a live captioning agent and we can get into more of that during that presentation. If the live captioning agent's volume is full, that will revert to automatic speech recognition technology. And then as far as the CaptionCall mobile app, that uses predictive AI automatic speech recognition all the time.

And I think I might have answered the questions in the Q&A, and I'll pass it over to Anna. Thank you everybody.

- [Anna] If anybody has any questions, we still have a minute. But if not, I would like to thank you all for coming to this summit event. As Steve mentioned, he will be presenting again later in February, so please look for that event and all of our summit events on AudiologyOnline. Thank you so much, Steve, and I look forward to seeing everybody else throughout the month of February.