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This document was translated from English by machine and may contain mistakes. The English original is at https://www.novaracg.com/2026/10/08/silence-speaks-built-for-the-moment-of-access-not-yet-for-the-moment-of-failure/.

Txoj Kev Ntsiag To Hais Lus: Tsim Los Rau Lub Sijhawm Nkag Mus, Tseem Tsis Tau Rau Lub Sijhawm Ua Tsis Tiav

Heather Grizzle · October 8, 2026

Silence Speaks′ Transit Assist ua kom cov lus tshaj tawm uas siv sign language yooj yim nrhiav tau. Cov ntaub ntawv ntawm nws tsis tau hais dab tsi txog yam uas tshwm sim thaum muaj kev yuam kev.

Cov Ntsiab Lus

1. Yuav ua li cas tsim tau daim ntawv teev no
2. Plaub Vib Nas This Saum Lub Platform
3. Ib qhov chaw nkag los tsim los ntawm cov neeg uas totaub txoj kev teeb meem
4. Qhov twg nws tab tom khiav?
5. Dab tsi cov ntaub ntawv them nqi khoov cuag
6. Dab tsi qhia nws
7. Dab tsi uas tsis muaj leej twg tau ntsuas
8. Thaum nws ua yuam kev
9. Leej twg yog tus txiav txim siab
10. Yam ib tus neeg yuav khoom yuav tsum nug
11. Cov lus nug uas tau nug rau Silence Speaks
12. Silence Speaks′ response
13. Qhov chaw los

7 October 2026 · Heather M. Grizzle, Novara Consulting Group · Working record, pending Silence Speaks′ response

Kev siv tsheb thauj mus los uas tsim los ntawm kev txhawj xeeb tiag tiag rau lub sijhawm uas ib tus neeg Deaf caij tsheb xav tau, tab sis tsis muaj kev txhawj xeeb ntau rau lub sijhawm uas nws ua yuam kev

LUV LUV

- Silence Speaks' Transit Assist is designed around the passenger: scan a QR code, no app or account, signed language detected automatically, captions for Deaf people who do not sign, and offline use for tunnels. The company has a Deaf chief operating officer and says it hired Deaf engineers from the start.
- Coverage and the company's own news page say it is working with Transport for London across more than 250 stations. Its transport page names no network, and NCG located nothing from TfL. Whether anything is in public service is the first open question.
- Tsuas muaj ib daim ntawv tswj hwm khoom lag luam no tau luam tawm, yog ib txoj cai ntiag tug (privacy policy). Nws tsis hais txog yeeb yaj kiab, qhov chaw, Transit Assist, los yog kev cob qhia qauv (model training), thiab nws hais tias lub tuam txhab tsis sau cov ntaub ntawv tshwj xeeb (special category data), suav nrog cov ntaub ntawv biometric. Tsis muaj cov cai siv kev pabcuam (terms of service) tau pom.
- Tsis muaj tus lej qhia txog kev raug (accuracy figure), kev ntsuam xyuas, tus neeg tshuaj xyuas, txoj kev pab thaum muaj teeb meem, los yog txoj kev teev tseg thaum muaj xwm ceev tau pom rau ib tug avatar uas muab siv rau kev tshaj tawm hauv kev thauj mus los, kev kho mob, kev lag luam nyiaj txiag, thiab kev sim ntawv.

Yuav ua li cas tsim tau daim ntawv teev no

This record rests only on what Silence Speaks and others have published, as retrieved on 7 October 2026: the company's homepage, solutions, transport, about and news pages and its privacy policy at silencespeaks.io; the Companies House register; and press coverage from Wired, MultiLingual, Positive News and others, some of which the company republishes on its own site. It updates NCG's public-evidence Snapshot of 1 August 2026. Before publication, NCG put seven questions to the company in

writing, and its answers will be published here in full. Where something is described as not located, that means not found in the places searched on that date, not that it does not exist.

Plaub Vib Nas This Saum Lub Platform

Ib tug poj niam Deaf tab tom sawv saum ib lub platform hauv London thaum lub tseev nias rov qab thiab zaj uas nws tabtom tos ploj mus. Muaj ib tsab xov xwm tabtom tshaj tawm. Nws tsis hnov. Ntawm ib sab ntawm lub tseev platform muaj ib qho QR code, thiab nws scan nws. Ib lub nplooj ntawv web qhib tsis thov kom nws download dab tsi los yog tsim ib tug account. Nws twb paub lawm tias nws nyob rau lub chaw nres tsheb twg thiab tias nws siv lus teem ntawv tes British Sign Language. Ib pliag tom qab ib tug neeg teev ntawv tes digital hauv nws lub xov tooj qhia nws tias lub tsheb ciav hlau twb tau tsiv mus rau lwm lub platform lawm.

She is not a real person. She is a composite, built from how Silence Speaks describes its Transit Assist product, and she is here because the product was clearly designed by people who thought hard about her. What this record asks is the question the product's pages do not answer: what happens to her when the signer gets it wrong.

Ib qhov chaw nkag los tsim los ntawm cov neeg uas totaub txoj kev teeb meem

Silence Speaks Ltd is a British company, incorporated in December 2021 as Kinesics Meets Ltd and renamed in February 2025[1]. Its founder and chief executive is Pavan Madduru, a former AI leader at Vodafone[11]. Its product turns text, voice and video into signed language through an avatar, in photorealistic or animated styles, and its homepage offers British, Irish, Polish, American and Indian sign languages, with more to come[2]. It markets the avatar to nine sectors under separate product names, from Transit Assist for transport to Care Connect for healthcare, Secure Sign for banking and Class Connect, which promises to turn "course materials, exams, and key information into sign language"[3].

The transport product is where the design shows most. A passenger scans a QR code "at any station or onboard; no app needed." The web app "opens instantly, auto-detecting your location and preferred sign language," and delivers platform changes, disruption alerts and wayfinding "within seconds of the original announcements." It

supports up to three hours of offline use for tunnels and poor coverage[4]. The company says captioning is built in for Deaf people who prefer or rely on text[5].

The people behind it matter too. The company's about page names Robert Tiffert as its Deaf chief operating officer, fluent in six sign languages[6]. The founder told Wired he hired three full-stack engineers at the outset, all Deaf sign language users[7]. The company describes itself as "built by & for the Deaf Community"[2] and says it is "co-designing algorithms with deaf communities and linguists"[5]. It has also been candid about limits: the current system runs in the cloud and takes time to generate signing, real-time on-device translation is "at least a year away," and the team abandoned its first goal, translating sign language into text, because it "proved trickier than expected." Those are things a company says when it is being straight about what it has built.

Qhov twg nws tab tom khiav?

Txhua yam uas yuav tshwm sim tom ntej no nyob ntawm ib qho tseeb uas NCG tsis tau txheeb xyuas tau: seb Transit Assist puas tabtom pabcuam pej xeem nyob qhov twg, thiab yog li, nyob qhov twg.

Dab tsi tau hais txog Transport for London, thiab leej twg hais

Qhov chaw	Hnub tim	Dab tsi nws hais txog Transport for London
Wired, rov luam tawm ntawm silencespeaks.io	2025	TfL "plans to roll out" the avatar; TfL is responsible for more than 250 stations
MultiLingual	Lub Tsib Hlis 2025	A partnership with Transport for London that will bring signed announcements to over 250 stations
Silence Speaks, "Breaking Barriers" (company's own site)	Tsis muaj hnub tim	Silence Speaks is "collaborating with Transport for London (TfL)"
Nimdzi Language Technology Radar	Tsis muaj hnub tim	Silence Speaks ua haujlwm nrog TfL los xa cov ntaub ntawv pej xeem uas nkag tau yooj yim
Silence Speaks lub nplooj ntawv kev thauj mus los	Qhib siv tau 7 Lub Kaum Hli 2026	Early pilots with major networks; no network, operator or station named
Transport for London	Tshawb nrhiav 7 Lub Kaum Hli 2026	Tsis pom TfL muaj luam tawm dab tsi txog Silence Speaks los yog Transit Assist

Qhov chaw: Raws li teev tseg; txhua yam tau nrhiav tau thaum 7 Lub Kaum Hli 2026

The accounts move between a plan, a partnership and a collaboration, and the company's own current transport page says only "early pilots with major networks," without naming one. TfL is a public body with its own publications and freedom of information obligations, and NCG located nothing from it about the product. If Transit Assist is live on TfL stations, it is national public infrastructure serving people

with a statutory right of access, and the questions below become urgent. If it is a plan, the record should say so plainly, and so should the company's marketing. NCG has asked.

Dab tsi cov ntaub ntawv them nqi khoov cuag

The only published document governing Silence Speaks' products is its privacy policy[8]. It names Silence Speaks Ltd as data controller, gives its company number and an address at the Rutherford Appleton Laboratory in Harwell, and offers a complaint route to the Information Commissioner's Office. Those are the basics, and they are there. The policy carries no date, and the mirror copy NCG recorded at a second address in August now returns an error.

What the policy does not cover is the product. It does not mention video, signing, location, Transit Assist or QR codes. Its section on what data is collected promises a list and gives none. It says the company may share personal data "in connection with the licensing of our technology" and on a change of control, may store it outside the UK, and keeps it "as long as reasonably necessary." It says nothing about whether anything a user submits trains the company's models. And it states: "We do not collect any Special Categories of Personal Data about you," a category the policy itself defines to include health and biometric data.

Set that sentence beside the transport product. A Deaf passenger who scans the code is identified as someone who needs signed language, at a known station, at a known time. Information that reveals a disability can be health data under UK data protection law. The app detects location automatically. The company's other products take video as input. The policy may be right about what the company stores; it may be describing an older website rather than the product. But as written, it does not describe Transit Assist at all, and no other document does.

Tsis muaj cov cai kev pabcuam uas tau nrhiav tau. NCG tau kuaj txhua txoj kev ib txwm siv ntawm silencespeaks.io thiab tag nrho rov qab tau yuam kev. Tsis hais txoj cai twg tswj ib tus tus tswj tsheb thauj mus los, ib lub tsev kho mob los sis ib lub tuam txhab nyiaj txiag yuav daim cwj mem hlau, los sis ib tus neeg caij tsheb siv nws, tsis muaj ib qho twg qhia rau pej xeem.

Dab tsi qhia nws

The company describes its training data in one phrase, repeated across its own news page and the coverage it republishes: datasets covering "regional dialects, contextual language, and emotional tone"[5,7]. No corpus is named. Nothing says whether the signing was recorded by the company or drawn from elsewhere, who the signers were, what they agreed to, whether they were paid, or which regional varieties of BSL are covered. This is the same Corpus Question NCG has put to every company on its roster[9], and for an avatar that speaks for public bodies, the answer belongs in writing.

Dab tsi uas tsis muaj leej twg tau ntsuas

No accuracy figure of any kind was located. The company's own news page describes "remarkable accuracy"; Wired reports that the team has "set high standards for accuracy." Neither is a measurement. No evaluation method, sample or definition of a correct rendering is published, and no evaluation by anyone other than the company was found. The company's site lists membership badges for the National Deaf Children's Society and RNID and support from three universities[2], but none of these is described as having examined the output.

Thaum nws ua yuam kev

Rov mus saib lub chaw nres tsheb. Tus neeg teem npe hauv nws lub xov tooj qhia tus neeg caij tsheb tias nws lub tsheb ciav hlau tau hloov mus rau platform 4. Nws tau hloov mus rau platform 14. Los sis kev tshaj tawm yog ib lo lus qhia kom tawm ntawm lub chaw nres tsheb, tab sis cwj mem hlau tau tshaj tawm tias muaj kev ncua sijhawm.

Kev tshaj tawm nyob tam sim no txhais tau tias tsis muaj leej twg tuaj yeem kuaj xyuas kab lus ntawd ua ntej nws pom. Qhov ntawd yog ib qho tseeb txog qauv tsim, tsis yog kev tsis ua tau zoo, thiab nws yog qhov tseeb rau txhua lub kaw lus nyob tam sim no. Yam tseem ceeb yog yam sawv cev rau kev kuaj xyuas. NCG tsis pom ib qho: tsis muaj tus tshuaj xyuas, tsis muaj kev ntsuas cov khoom tawm nyob tam sim no tom qab, tsis muaj lub hom phiaj hais meej txog seb kev tshaj tawm kub ceev los sis kev khiav tawm puas nyob hauv qhov sim xyuas, tsis muaj kev npaj rau ib tus neeg caij tsheb uas tsis muaj xov tooj ntse, thiab tsis muaj txoj kev rau nws tshaj tawm tias kev teem npe yuam kev los sis nrhiav kom paub leej twg yog tus lav rau nws.

Ntawm qhov chaw nkag mus	Ntawm qhov chaw ua yuam kev
Sau QR code ntawm lub chaw nres tsheb los sis hauv lub tsheb ciav hlau	Tsis muaj txoj kev mus rau ib tus neeg thaum kev teem npe yuam kev
Tsis muaj app, tsis muaj as khauj, tsis muaj kev teeb tsa	Tsis muaj kev npaj tau nrhiav rau ib tus neeg caij tsheb uas tsis muaj xov tooj ntse
Qhov chaw thiab hom lus teem npe nyiam raug txiav txim siab tus kheej	Kev ua haujlwm ntawm qhov chaw tsis tau hais nyob hauv txoj cai ntiag tug
Kev teem npe xa tawm nyob hauv ob peb vib nas this ntawm kev tshaj tawm	Cov khoom tawm nyob tam sim no tsis tuaj yeem tshuaj xyuas ua ntej ib tus neeg caij tsheb pom
Lus sau rau cov neeg Deaf uas tsis teem npe	Tsis muaj txoj kev tshaj tawm uas tau tshaj tawm rau kev tshaj tawm kev ua yuam kev
Siv tau txog peb teev tsis muaj internet rau cov qhov tsua av	Tsis muaj lub hom phiaj hais meej txog cov ntsiab lus kub ceev los sis khiav tawm

The transport page also tells operators that the European Accessibility Act deadline of 28 June 2025 is approaching and cites fines of up to £425,000, with no source[4]. The site's code declares WCAG 2.1 AA conformance, but no accessibility statement was located, which a UK public-sector deployment would ordinarily require.

Leej twg yog tus txiav txim siab

Silence Speaks has more Deaf people in senior roles than most companies on NCG's roster: a Deaf chief operating officer and, by its own account, Deaf engineers from the start. That is real, and it is credited. What the public record does not show is whether any Deaf role can stop a release, change what the avatar signs, or refuse a deployment. No advisory body, charter or documented route for the wider Deaf community was located.

Nws pawg thawj coj raug piav qhia ua lus nom tswv thiab kev kho mob. Companies House teev ob tus thawj coj: tus tsim tuam txhab, thiab Chloe Smith, ib tus Tuam Thawj Coj Nom Tswv qub uas coj txoj cai 2022 lees paub British Sign Language rau hauv UK txoj cai, raug xaiv thaum Lub Rau Hli 2025 thiab raug piav qhia los ntawm Wired tias yog tus thawj coj[10,7]. Positive News tau tshaj tawm thaum Lub Ib Hlis

2026 tias Dr John LeeAllen, ib tus kws kho mob NHS thiab tus nqis peev theem technology, zaum hauv pawg thawj coj[12]; nws tsis tshwm sim hauv Companies House daim ntawv teev npe cov thawj coj, yog li nws lub luag haujlwm tej zaum yog pab tswv yim xwb. Kev muaj cai lij choj yog kev ntseeg siab tiag tiag. Nws tsis yog kev tswj hwm Deaf, thiab NCG sau tseg nws raws li pawg thawj coj tsim nyog tshaj li yog pov thawj ntawm kev tswj hwm Deaf.

Yam ib tus neeg yuav khoom yuav tsum nug

Rau ib tus tswj tsheb thauj mus los, cov lus nug yog cov lus ncaj ncees. Puas muaj cov ntsiab lus kub ceev thiab khiav tawm nyob hauv qhov sim xyuas? Cov neeg caij tsheb yuav tsum tos ntev npaum li cas? Dab tsi tshwm sim thaum kev teem npe ua yuam kev, lub network poob los sis tus neeg caij tsheb tsis muaj xov tooj? Leej twg tshuaj xyuas cov khoom tawm nyob tam sim no, thiab tus neeg caij tsheb Deaf yuav tshaj tawm kev yuam kev li cas? Rau ib lub tsev kho mob, ib lub tuam txhab nyiaj txiag los sis ib pawg kuaj xyuas, cov lus nug muaj kev hnyav tshaj, vim cov chaw ntawd yog qhov chaw uas kev teem npe yuam kev muaj kev cuam tshuam uas tsis muaj leej twg yuav kho tau.

COV LUS NUG UAS YUAV TSUM NUG RAU TEJ TUS MUAG KHOOM NTAWM KEV TSHAJ TAWM TEEM NPE NYOB TAM SIM NO

☐ Puas yog lub kaw lus tseem siv rau pej xeem niaj hnub no, thiab nyob qhov twg? Nug tus tswj, tsis yog tsuas yog tus muag khoom xwb.

☐ Puas muaj cov ntsiab lus kub ceev los sis khiav tawm raug teem npe, thiab yog li, nrog cov kev tiv thaiv dab tsi?

☐ Dab tsi yog kev tswj hwm sib npaug uas hloov kev tshuaj xyuas ua ntej tso tawm rau cov khoom tawm nyob tam sim no?

☐ Ib tus neeg caij tsheb uas tsis muaj xov tooj ntse yuav tau txais dab tsi?

☐ Lub app sau cov ntaub ntawv dab tsi txog qhov chaw ib tus neeg caij tsheb Deaf nyob, thiab leej twg khaws cia nws?

☐ Leej twg qhia lub qauv los ntawm leej twg lub teem npe, thiab nrog kev pom zoo li cas?

☐ Leej twg yog tus lav rau kev teem npe ua yuam kev, thiab ib tus neeg caij tsheb yuav tshaj tawm nws li cas ua lus teem npe?

Cov lus nug uas tau nug rau Silence Speaks

NCG has put the following questions to Silence Speaks in writing, with this record attached. The company's answers, and any corrections to the record above, will be published with it.

1. Is Transit Assist in public service anywhere today? What is the status of the work with Transport for London: live, piloting, contracted or planned, and at which stations or lines? Which "major networks" ran the early pilots, and has any of them published results?

2. Puas yog cov ntaub ntawv twg qhia rau tus cim? Puas yog Silence Speaks tau kaw cov kev qhia lus los yog tau txais nyob qhov twg, raws li daim ntawv tso cai twg, los ntawm cov neeg qhia lus twg, nrog rau kev tso cai thiab them nqi li cas, thiab cov BSL hom lus thaj chaw twg nws them tau?

3. Puas tau muaj leej twg tshaj li lub tuam txhab tau kuaj xyuas qhov raug ntawm cov lus qhia tawm, siv txoj kev twg thiab tau txiaj ntsig li cas? Puas muaj cov neeg Deaf tshuaj xyuas cov lus tawm, thiab rau cov lus tshaj tawm hauv tsheb thauj mus los uas tshwm sim tam sim ntawd, dab tsi los hloov chaw rau kev tshuaj xyuas ua ntej tso tawm?

4. What data does Transit Assist collect when a passenger scans a code, including location, how long is it kept, and is it linked to any identifier? How does the privacy policy's statement that the company collects no special category data apply to a service whose use reveals that the user is Deaf? Is anything a user submits used to train models, and which terms of service govern passengers and customers?

5. Puas muaj cov lus tshaj tawm xwm ceev, kev khiav dim, los yog lwm yam tseem ceeb rau kev nyab xeeb nyob hauv Transit Assist qhov dav? Feem ntau nws siv sij hawm ntau npaum li cas, yuav muaj dab tsi tshwm sim thaum ua tsis tau raws qauv los yog tsis muaj network, thiab ib tus neeg caij tsheb uas tsis muaj smartphone yuav tau txais dab tsi?

6. Beyond employment, can any Deaf role at Silence Speaks halt a release or deployment or change what the avatar signs? Is there a Deaf advisory body or other

route for the wider community? What is Dr John LeeAllen′s role, given that he does not appear on the Companies House register of directors?

7. Ib tus neeg siv Deaf muaj txoj kev twg, hauv kev qhia lus txhais tes, los qhia txog qhov qhia yuam kev, thiab leej twg yog tus lav ris rau nws, Silence Speaks los yog tus tswj kev pab cuam? Puas muaj ib tsab ntawv qhia txog kev nkag siv tau rau Transit Assist web app?

Silence Speaks′ response

Silence Speaks′ response will appear here in full when it is received.

Lus Ceeb Toom.
This record states matters of public record as retrieved on the dates given and identifies interpretation as such. The passenger in the opening sections is a composite drawn from Silence Speaks′ published product description and does not describe any real person. This record makes no allegation of misconduct and is not legal advice. Silence Speaks has been invited to correct any statement of fact before publication and to respond to the questions above.

Qhov chaw los

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TIPS

Know something about a sign language AI system that the public should know? Send it to tips@novaracg.com. Every tip is read by me and kept confidential. If you work in the UK, writing to us is not by itself a protected disclosure under the Public Interest Disclosure Act 1998, so before you share employer information, check your options with Protect (protect-advice.org.uk), the free whistleblowing advice line.

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Yuav Hais Qhov Chaw Li Cas

Grizzle, H. M. (2026, October 8). Txoj Kev Ntsiag To Hais Lus: Tsim Los Rau Lub Sijhawm Nkag Mus, Tseem Tsis Tau Rau Lub Sijhawm Ua Tsis Tiav. Novara Consulting Group. https://www.novaracg.com/hmn/2026/10/08/silence-speaks-built-for-the-moment-of-access-not-yet-for-the-moment-of-failure/