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The Sign Said Something Else

Heather Grizzle · October 8, 2026

Ib tug neeg piav lus tes AI nyob ntawm lub tsheb ciav hlau ntawm CVG tau qhia rau cov neeg Deaf taug kev txog lub sijhawm tsis raug thiab lub tsheb ciav hlau tsis raug. Qhov ua tsis tiav yog qhov tsis muaj kev kuaj xyuas, tsis yog txoj kev piav lus tes.

Cov Ntsiab Lus

1. Ob daim lus nyob rau hauv ib lub duab
2. Qhov no tsis yog ib qho tsis txaus siab txog kev qhia cim lus zoo li cas
3. Qhov yuam kev nyob qhov twg
4. Leej twg ua hauj lwm tsis teb tau qhov no
5. Yam tus yuav khoom yuav tsum tau nug, thiab yam Signapse tsim nyog them
6. Qhov chaw los

Ib tug AI neeg qhia cim lus hauv ib lub duab qhia tsheb ciav hlau tam sim no ntawm CVG tau qhia rau cov neeg taug kev Deaf txoj sij hawm tsis raug thiab qhia lawv mus rau lub tsheb ciav hlau tsis yog. Qhov yuam kev tsis yog nyob rau hauv qhov qhia cim lus. Nws yog qhov tsis muaj kev xyuas kom raug.

LUV LUV

- A video posted to LinkedIn on October 8, 2026 shows "Max," the AI-generated signer offered by Signapse, on a live train screen at Cincinnati/Northern Kentucky International Airport (CVG).
- The screen reads "Next train arriving in 5 minutes for A & B Gates." The signer says the train arrives in about two to three minutes and serves baggage claim and tickets.
- CVG's train runs between the Main Terminal and Concourses A and B, so the signed message describes the train going the other way.
- Qhov no yog ib qho yuam kev hais txog kev ncaj ncees ntawm cov lus qhia, tsis yog ib qho tsis txaus siab txog kev qhia cim lus zoo li cas, thiab ib qho kev xyuas yooj yim los sib piv cov lus qhia cim lus nrog cov ntawv tso tawm hauv daim duab yuav tau pom qhov yuam kev no.
- Cov tshav dav hlau yuav tsum tau cog lus kom muaj qhov kev xyuas ntawd, thiab Signapse tsim nyog qhia rau pawg neeg Deaf paub meej txog qhov tau tshwm sim.

Ob daim lus nyob rau hauv ib lub duab

On October 8, 2026, a video was posted on LinkedIn of "Max," the AI-generated signer Signapse provides, running on a live screen at Cincinnati/Northern Kentucky International Airport (CVG). The post credits the ASL translation to its author and invites other airports to contact Signapse for a demo. The screen text reads: "Next train arriving in 5 minutes for A & B Gates." The signer says something else. Read by a fluent ASL user, the signed message is that the train will arrive in about two to three minutes and that it serves baggage claim and tickets.

These are not two renderings of one message. They are two different messages. The arrival time is off by roughly half, and the destination is wrong entirely. CVG's airport train runs between three stations: the Main Terminal, Concourse A and Concourse B. A train for the A and B gates and a train for baggage claim and ticketing are trains going in opposite directions. A Deaf traveler who trusts the signer is being told to board the wrong train, or to let the right one leave.

Tus neeg taug kev hnov lus nyob ze tus neeg Deaf ntawd tau txais cov lus qhia raug los ntawm cov ntawv thiab suab lus. Tus neeg tib tug raug muab cov lus qhia tsis raug yog tus neeg uas daim yeeb yaj kiab qhia cim lus tsim los pab.

Qhov no tsis yog ib qho tsis txaus siab txog kev qhia cim lus zoo li cas

Feem ntau cov lus thuam txog AI cim lus yog hais txog kev qhia zoo npaum li cas: lub ntsiab tes, kev txav, kab lus ntawm lub ntsej muag, thiab kev nkhaus ntawm cov neeg qhia cim lus tsim los. Cov teeb meem ntawd yog qhov tseeb, thiab feem ntau cov neeg Deaf saib pom tau. Ib qho kev qhia cim lus tsis zoo nws qhia nws tus kheej tsis muaj kev ntseeg tau, thiab tus saib yuav txo qhov ntseeg raws li ntawd. Qhov yuam kev no sib txawv. Nws hais txog yam uas tau hais, thiab ib tug neeg qhia cim lus paub zoo, duab zoo li tiag qhia qhov chaw mus txog tsis raug tsis muaj cim qhia rau tus saib tias muaj dab tsi tsis raug. Yog tias qhov qhia cim lus zoo tshaj, qhov yuam kev kuj raug ntseeg tag nrho tshaj.

The source text was also unambiguous. "5 minutes" and "A & B Gates" leave nothing to interpretation and require no cultural adaptation or grammatical restructuring. Numbers and place names are the easiest content in any announcement to render correctly and the most consequential to render wrongly, because they are the parts a traveler acts on. When a system cannot hold a time and a destination constant between the text it displays and the signs it produces, the question is no longer one of translation quality. It is a question of content fidelity, and content fidelity is the minimum condition for putting a signed message on a public screen at all.

Qhov yuam kev nyob qhov twg

Signapse piav qhia nws cov khoom lag luam hais txog kev thauj mus los meej meej. Nws khaws ib lub database ntawm cov lus tshaj tawm uas muaj peev xwm sib txuas nrog cov yeeb yaj kiab cim lus kaw tseg ua ntej; cov neeg txhais lus xaiv ib pawg clips rau txhua qhov tshaj tawm; software muab lawv sib txuas ua ib qho lus qhia cim lus; thiab cov ntaub ntawv thauj mus los tam sim no hloov qhov chaw mus txog, sij hawm ncaim, thiab tus lej platform ua kom tshwm sim tam sim ntawd, tam sim no. Raws li qhov tsim khoom no, ib qho yuam kev zoo li qhov no tsis tshwm los ntawm ib lub qauv tsis nkag siab lus Askiv. Nws tshwm los ntawm txheej tsim sib txuas: raug xaiv tsis yog pawg clips raug, ib qho clip tsim los rau ib qho tshaj tawm sib txawv raug

qhia, lossis cov ntawv thiab cov yeeb yaj kiab cim lus raug tsav los ntawm cov ntaub ntawv tsis sib txig. Txhua qho no yog ib qho yuam kev kev sib piv. Tsis muaj dab tsi hauv txoj kev saib xyuas uas lees paub tias qhov lus qhia cim lus sib haum nrog cov ntawv tso tawm nyob ib sab.

Qhov kev xyuas ntawd tsis nyuaj. Ib lub kaw lus uas muab cov variables nkag rau hauv ib qho tshaj tawm twb paub lawm seb nws nkag lub sij hawm twg thiab qhov chaw mus txog twg rau hauv cov ntawv, thiab nws tsim cov clips twg rau cov cim lus. Kev sib piv ob qho no yog ib qho kev tswj hwm engineering, tsis yog kev tswj hwm lus, thiab tus cwj pwm ruaj ntseg thaum lawv tsis sib haum yooj yim pom: cia lub yeeb yaj kiab cim lus nyob twj ywm thiab tso cov ntawv me nkaus. Ib lub kaw lus tsim los kom fail closed yuav tsis qhia dab tsi rau ib tug neeg taug kev Deaf, es tsis yog qhia lub tsheb tsis raug.

Signapse's own published governance framework sets a higher bar than this video meets. The company publishes a Translation Quality Assurance Policy and an AI and Human Translation Use Policy, and its chief executive, replying publicly on LinkedIn in August 2026, argued that higher impact and less preparation time call for more human oversight and less AI. Airport wayfinding is time-pressured by definition. NCG's review of Signapse's published governance material, shared with the company for comment in September 2026, identified real-time transport as the point where its documentation runs furthest ahead of its evidence, because Deaf quality review sits before release for prepared content but after delivery for instant output. This video is what that gap looks like when it reaches a screen.

Leej twg ua hauj lwm tsis teb tau qhov no

The instinctive question when a signed message goes this wrong is whether anyone Deaf was involved. In this case, Deaf professionals are involved. Signapse publishes a Deaf Advisory Board, a Deaf Impact Officer and named partnerships with Deaf organizations, and the ASL for this deployment was produced by a professional translator. None of that touched this announcement at the moment it played. The signed message for baggage claim and tickets was very likely translated correctly, for the train going the other way. The clip was accurate. Its placement was not. That the video circulated as a showcase, with the mismatch unremarked, suggests that no one's process includes checking what the live screens actually display.

Qhov no yog vim li cas kev sawv cev tsis txawj sawv cev rau kev tswj hwm, ib qho lus sib cav uas The Fifth Parameter tau hais los lawm hauv Issues 005 thiab 006. Kev koom tes Deaf hauv kev tsim ib lub kaw lus tsis hais dab tsi txog seb puas muaj ib tug neeg lossis kev tswj hwm twg xyuas nws cov khoom tso tawm thaum xa mus. Lo lus nug uas tus yuav khoom yuav tsum nug tsis yog leej twg ua hauj lwm rau cov khoom. Nws yog dab tsi yuav tsum tau kom txwv ib qho cim lus tsis raug ncaim mus txog saum lub duab qhia, thiab leej twg yuav paub thaum muaj ib qho tshwm sim.

Yam tus yuav khoom yuav tsum tau nug, thiab yam Signapse tsim nyog them

Cov tshav dav hlau thiab cov koom haum thauj mus los uas siv cov lus qhia cim lus ua tiav yuav tsum sau cov nram qab no rau hauv lawv cov ntaub ntawv cog lus, tsis hais lawv siv tus muag khoom twg:

1. Source-to-sign reconciliation for every variable field (times, destinations, gates, platforms), with the signed video suppressed whenever the two disagree.
2. A log of every suppressed or mismatched announcement, reported to the deploying authority on a fixed schedule.
3. Periodic Deaf review of output sampled from live screens in the deployed environment, not only from the vendor's studio.
4. A route for a Deaf passenger to report a wrong sign from the screen itself, with a stated response time.
5. Clear allocation of responsibility when a passenger is misdirected by signed content.

Signapse, nyob rau nws sab, tsim nyog rau pawg neeg Deaf thiab nws cov neeg siv khoom ib qho lus qhia meej meej txog daim yeeb yaj kiab no. Qhov lus qhia ntawd yuav tsum hais tias qhov tsis sib haum tshwm sim nyob rau hauv kev tsim khoom ntawm CVG los sis nyob rau hauv tsuas yog clip tso tawm xwb; dab tsi ua rau muaj; muaj pes tsawg qhov tshaj tawm siv tam sim no uas muaj tib txoj kev sib txuas; thiab dab tsi tam sim no tswj kom nws tsis rov tshwm sim. Daim yeeb yaj kiab yuav tsum raug kho los sis rho tawm. NCG yuav tso tawm txhua qhov lus teb los ntawm Signapse tag nrho.

Signapse has published a governance framework more detailed than most of its competitors'. That is precisely why this matters. The standard it set for itself is the standard this announcement failed.

Qhov chaw los

1. Elsie Stecker, [LinkedIn post with video of the CVG train screen](https://www.linkedin.com/feed/update/urn:li:activity:7513985603408134148/), October 8, 2026.
2. Signapse, [Automatic transport announcements in sign language: how does it work?](https://www.signapse.ai/post/automatic-transport-announcements-in-sign-language-how-does-it-work)
3. Signapse, [AI Governance Framework](https://www.signapse.ai/ai-governance-framework-2), including the Translation Quality Assurance Policy and the AI and Human Translation Use Policy.
4. Signapse, [Signapse and CVG Airport partner to enhance accessibility with American Sign Language translations](https://signapse.ai/case-studies/signapse-and-cvg-airport-partner-to-enhance-accessibility-with-american-sign-language-translations), June 25, 2024.
5. [Cincinnati Airport People Mover](https://en.wikipedia.org/wiki/Cincinnati_Airport_People_Mover), Wikipedia.
6. The Fifth Parameter, Issue 005, "The Deaf Halo Effect: When Representation Is Mistaken for Governance," and Issue 006, "Representation Is Not Governance: The Most Common Mistake in Accessibility Innovation."

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

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