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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/.

Aamusnaanta waa Hadal: Loo Dhisay Xilliga Helitaanka, Weli uma Dhisnin Xilliga Guuldarrada

Heather Grizzle · October 8, 2026

Transit Assist ee Silence Speaks waxay fududeeysaa helitaanka ogeysiisyada calaamadaynta. Dukumeentiyadeedu waxay ku yaraan wax ka sheegaan waxa dhaca marka mid khalad noqdo.

Waxyaabaha ku jira

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

Alaab gaadiid oo lagu dhisay daryeel dhab ah xilliga uu rakaabka Deaf uga baahan yahay, laakiin aad u yar xilliga ay wax ku khaldamaan

SI KOOBAN

- 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.
- Dukumeentiga kaliya ee la daabacay ee xukuma alaabta waa siyaasadda sirta. Kama hadlayso muuqaal, goob, Transit Assist ama tababbaridda moodooyinka, waxayna sheegaysaa in shirkaddu aysan ururin xog gaar ah oo nooc gaar ah, oo ay ku jirto xogta bayooloji ee aan loo baahnayn. Shuruudo adeeg ah lama helin.
- Lama helin lambar saxnimo, qiimeyn, dib-u-eegis, tallaabo lagu noqdo ama hab shil loo wajaho oo ku saabsan sawir-dhaqameedka loo adeegsado ogeysiisyada gaadiidka, caafimaadka, bangiyada iyo imtixaanada.

Sida diiwaankan loo sameeyay

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.

Afar ilbiriqsi oo saldhig ku yaal

Haweeney Deaf ah ayaa taagan saldhig ku yaal London markii shaashaddu dhaqaaqdo oo tareenka ay sugaysay ka muuqdo. Ogeysiis ayaa la socda. Ma maqli karto. Agagaarka calaanka saldhigga waxaa yaal koodh QR ah, waxayna scan gaysaa. Bog internet ah ayaa furmaya iyada oo aan laga codsan inay soo dejiso wax ama ay sameyso akoonti. Horay ayay u xisaabisay saldhigga ay ku jirto iyo inay ku hadasho Luuqadda Calaamadka British ee Ingiriiska. Dhowr ilbiriqsi kadib, calaamadeeyaha dhijitaalka ah ee taleefankeeda ayaa u sheegaya in tareenku u dhaqaaqay saldhig kale.

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.

Albaab hore oo ay dhiseen dad fahmay dhibaatada

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.

Xaggee ayay ka shaqaynaysaa?

Wax kasta oo soo socda waxay ku xirantahay hal xaqiiqo oo NCG aan awoodin inay xaqiijiso: in Transit Assist ay dadweyne u adeegayso meel kasta, haddii ay sidaas tahay, xaggee.

Waxa la sheegay ee ku saabsan Transport for London, iyo cidda sheegtay

Isha	Taariikhda	Waxa ay ka sheegayso Transport for London
Wired, dib loogu daabacay silencespeaks.io	2025	TfL "plans to roll out" the avatar; TfL is responsible for more than 250 stations
MultiLingual	Maajo 2025	A partnership with Transport for London that will bring signed announcements to over 250 stations
Silence Speaks, "Breaking Barriers" (company's own site)	Aan taariikh lahayn	Silence Speaks is "collaborating with Transport for London (TfL)"
Nimdzi Language Technology Radar	Aan taariikh lahayn	Silence Speaks waxay la shaqaysaa TfL si ay u gaarsiiso macluumaad dadweyne u furan
Bogga gaadiidka ee Silence Speaks	Live 7 Oktoobar 2026	Early pilots with major networks; no network, operator or station named
Transport for London	La baadhay 7 Oktoobar 2026	Lama helin wax daabacaad ah oo TfL ka bixisay oo ku saabsan Silence Speaks ama Transit Assist

Source: Ilaha sida lagu taxay; dhammaan 7 Oktoobar 2026 ayaa la soo saaray

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.

Waxa warqadaha ay daboolayaan

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.

Ma la helin shuruudaha adeegga. NCG waxay hubisay dariiqyada caadiga ah ee silencespeaks.io, dhammaantoodna waxay soo celiyeen khalad. Shuruudaha xukuma hay'ad gaadiid, isbitaal ama bangi oo iibsanaya avatarka, ama rakaab isticmaalaya, midkoodna lagama helin si guud.

Waxa lagu tababaray

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.

Waxa aan qofna cabbirin

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.

Marka ay qalad geesho

Dib u eeg platform-ka. Calaamadaheyaasha taleefankeeda ayaa u sheegaysa rakaabka in tareenkeeda uu u guuray saldhig 4. Wuxuu u guuray saldhig 14. Ama ogaysiisku wuxuu ahaa amar in laga tago saldhiga, avatarkuna wuxuu bixiyay dib u dhac.

Soo saaridda tooska ah ayaa macnaheedu yahay inaanu qofna hubin karin weedhaas ka hor inta aysan arag. Taasi waa xaqiiqo ku saabsan qaab-dhismeedka, mana aha dhaliil, waana run marka laga hadlo nidaam kasta oo toos ah. Waxa muhiimka ah waa waxa beddelaya hubinta. NCG wax lama helin: dib-u-eegid la'aan, muunad-qaadasho la'aan oo wax-soo-saarka tooska ah ee dhammaadka ka dib, aan la sheegin booskeeda ku saabsan haddii ogaysiisyada degdegga ah ama ka-bixidda ay ku jiraan baaxaddan, aan jirin qodob rakaab u ah mid aan taleefan casri ah lahayn, iyo in aan dariiq loo helin inay sheegto in calaamadayntu khaldantay ama ay ogaato cidda mas'uulka ka ah.

Marka la gaarayo helitaanka	Marka khalad dhaco
Ka scan-garee koodhka QR saldhiga ama tareenka	Ma jiro dariiq loo helo qof marka calaamadayntu khaldan tahay
Ma jiro app, akoon ama dejin	Ma jirto qodob loo helay rakaab aan taleefan casri ah lahayn
Goobta iyo luqadda calaamadeed ee la doorbidayo ayaa si toos ah loo ogaadaa	Habka socodsiinta goobta lagama hadlin siyaasadda asturnaanta
Calaamadaynta waxaa la bixiyaa ilbiriqsiyo gudahood ogaysiiska ka dib	Wax-soo-saarka tooska ah lama dib-u-eegin karo ka hor inta rakaabku aysan arag
Kooddaynta hadalka ee dadka Deaf ah oo aan calaamadaynin	Ma jiro dariiq la daabacay oo lagu soo gudbiyo tarjumid khaldan
Ilaa saddex saacadood oo isticmaal offline ah oo loogu talagalay tunnels-ka	Lama sheegin boos ku saabsan waxyaabaha degdegga ah ama ka-bixidda

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.

Yaa go'aamiya

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.

Guddigeeda waxaa lagu sharraxay erayo siyaasadeed iyo kuwo caafimaad. Companies House waxay taxaa laba agaasime: aasaasaha, iyo Chloe Smith, oo ahayd Xoghayaha Gobolka hore oo hoggaaminaysay sharciga 2022 ee aqoonsaday Luqadda Calaamadeed ee Ingriiska sharciga UK, la magacaabay Juun 2025, oo Wired ay ku sharraxday guddoomiye[10,7]. Positive News waxay soo warisay Janaayo 2026 in Dr John LeeAllen, dhakhtar NHS ah oo sidoo kale ah maalgeliye tignoolajiyadeed, uu

xubin ka yahay guddiga[12]; lagama arag diiwaanka Companies House ee agaasimayaasha, sidaa darteedna doorkiisu waxaa laga yaabaa inuu yahay mid la-talin ah. Xaalad sharci ah waa run-sheekaysi dhab ah. Ma ahan maamul Deaf ah, NCG-na waxay ku duubtaa qaybta samaynta guddiga halkii ay u ahaan lahayd caddaymo awood Deaf ah.

Waxa ay iibsadaha tahay inuu weydiiyo

Hay'ad gaadiid, su'aalaha waa kuwo dhab ah. Ma ku jiraa baaxaddan ogaysiisyada degdegga ah iyo ka-bixidda? Dib-u-dhac intee le'eg ayay rakaabku filan tahay? Maxaa dhacaya marka tarjumid guuldareysato, shabakaddu ay istaagto, ama rakaabku aysan haysan taleefan? Yaa dib-u-eegaya wax-soo-saarka tooska ah, sidee ayaa rakaab Deaf ahi uga soo gudbin doonaa qalad? Isbitaal, bangi, ama guddi imtixaan, su'aalaha ayaa sii adkaanaya, maxaa yeelay kuwani waa xaalado calaamad khaldan ay ka dhasho cawaaqib aan qofna beddeli karin.

SU'AALAHA LOO WEYDIIYO IIBIYAHA KASTA EE OGAYSIISYADA CALAAMADEED EE TOOSKA AH

☐ Nidaamku ma ku jiraa adeeg dadweyne maanta, xaggeese? Weydii hay'adda, ee ha weydiin oo keliya iibiyaha.

☐ Waxyaabaha degdegga ah ama ka-bixidda ma la calaamadeeyaa, haddii ay sidaas tahay, waxee dammaanad ah?

☐ Maxay tahay xakamaynta beddelka ee bedesha dib-u-eegida ka hor daabacaadda ee wax-soo-saarka tooska ah?

☐ Maxaa rakaabka aan taleefan casri ah lahayn helaa?

☐ Xog maxay app-ku aruurinayaa ku saabsan meesha rakaabka Deaf ah uu ku sugan yahay, yaana haysta?

☐ Yaa tababaray moodhalka calaamadayn yaa, ogolaanshahana maxay ahaa?

☐ Yaa mas'uul ka ah tarjumid khaldan, sidee ayaa rakaab ugu soo gudbin karaa luqadda calaamadeed?

Su'aalaha loo weydiiyay 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. Xog nooca ah ayaa tababartay avatarka? Calaamadeynta miyay ahayd mid uu duubay Silence Speaks mise meel kale laga helay, shuruud nooc ah, calaamadeeyayaal kee, oglaansho iyo mushahar nooc ah, iyo noocyo gobol BSL ah ayay ka koobantahay?

3. Wixii soo saarka calaamadeynta ah miyaa qiimeeya qof aan shirkadda ahayn, habkee lagu sameeyay iyo natiijo maxay ahayd? Dib-u-eegayaal Deaf ah ma hubiyaan wax soo saarka, oo xiriirka gaadiidka tooska ah, waa maxay kantaroolka meesha ka haya eegida kahor-daabacaadda?

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. Ogeysiisyada degdegga ah, qulqulka ama ogeysiisyada kale ee muhiimka badnaanta amniga ma ku jiraan baaxadda Transit Assist? Waa maxay daahitaanka caadiga ah, maxaa dhacaya marka soo-bandhigga fashilmo ama shabakaddu aan la heli karin, iyo maxaa helaya rakaab aan haysan taleefan casri ah?

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. Waa maxay waddada uu Deaf isticmaaluhu haysto, isagoo isticmaalaya luuqadda calaamadda, si uu u soo sheego calaamadeyn khaldan, oo yaa mas'uul ka ah, Silence Speaks mise shaqaaleeyaha adeegga fuliya? Miyaa jirta bayaan helitaan oo loogu talagalay barnaamijka webka ee Transit Assist?

Silence Speaks′ response

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

Bayaan diidmo.
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.

Ilaha

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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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Sida loo tixraaco

Grizzle, H. M. (2026, October 8). Aamusnaanta waa Hadal: Loo Dhisay Xilliga Helitaanka, Weli uma Dhisnin Xilliga Guuldarrada. Novara Consulting Group. https://www.novaracg.com/so/2026/10/08/silence-speaks-built-for-the-moment-of-access-not-yet-for-the-moment-of-failure/