NOVARA
CONSULTING GROUP

This document was translated from English by machine and may contain mistakes. The English original is at https://www.novaracg.com/2026/10/08/the-sign-said-something-else/.

手语说的是另一回事

Heather Grizzle · October 8, 2026

An AI signer on CVG's terminal train told Deaf travelers the wrong time and the wrong train. The failure is the absence of a check, not the signing.

目录

1. 一块屏幕上的两条信息
2. 这不是对手语表达质量的质疑
3. 问题出在哪里
4. 有Deaf员工参与并不能解答这个问题
5. 采购方应提出的要求，以及Signapse应承担的责任
6. 资料来源

*CVG*机场一块实时火车信息屏幕上的*AI*手语员向*Deaf*旅客播报了错误的时间，并指错了火车方向。问题不在于手语本身，而在于缺少核验环节。

摘要

- 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.
- 这是一次内容准确性的失败，而非对手语表达质量的质疑，只需将手语信息与屏幕文字进行基本比对，就能发现这一错误。
- 机场应将此类核验纳入合同要求，而Signapse也理应就此事向Deaf群体公开说明情况。

一块屏幕上的两条信息

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.

站在这名Deaf旅客身旁的健听旅客，从文字和语音广播中获得的是正确信息。唯一被给予错误信息的，正是这段手语视频本应服务的对象。

这不是对手语表达质量的质疑

大多数针对手语AI的批评，集中在手语表达的水平高低：手形、动作、面部语法、合成手语员的僵硬程度。这些都是真实存在的问题，而且Deaf观众通常能够察觉。笨拙的手语会暴露自身的不可靠，观众也会相应地对其打折扣。但这次的失败性质不同。问题出在表达的内容本身，而一个流畅、逼真的手语员给出错误的目的地时，观众根本得不到任何信号提示其中有误。手语表达得越好，错误就越容易被完全信任。

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.

问题出在哪里

Signapse对其交通产品的描述十分直白。公司维护着一个由预录手语视频与可能播报内容配对组成的数据库；翻译人员为每条播报选定一组固定组合的片段；软件将这些片段合并为一条完整的手语信息；而实时交通数据则会自动、实时地更新目的地、发车时间和站台编号。在这样的架构下，像这次这样的信息不匹配，并非源于模型误解了英语，而是源于映射环节：要么选错了片段组合，要么调用了为另一条播报制作的片段，要么文字与手语视频由不同的数据输入驱动。这些都属于核对失败。整个流程中，没有任何环节确认过手语信息与其旁边显示的文字是否一致。

这项核验并不困难。一个会向播报内容中插入变量的系统，本就清楚自己向文字中插入了哪个时间值、哪个目的地，也清楚自己为手语组装了哪些片段。将两者加以比对，属于工程层面的控制措施，而非语言层面的问题，而当两者不一致时，应采取的安全做法也显而易见：隐去手语视频，仅显示文字。一个按“失败即关闭”原则设计的系统，本应让Deaf旅客什么都看不到，也好过看到指错方向的内容。

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.

有Deaf员工参与并不能解答这个问题

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.

这正是为什么“代表性”不能替代“治理”——这一观点《第五参数》此前已在第005期和第006期中提出过。Deaf人士参与系统的构建，并不能说明是否有人或有机制在交付环节核验其输出结果。采购方应该问的问题，不是“谁参与了这款产品的开发”，而是“是什么机制能阻止错误的手语信息出现在站台屏幕上，又是谁会发现它出现了”。

采购方应提出的要求，以及Signapse应承担的责任

部署自动化手语播报系统的机场和交通管理机构，无论选用哪家供应商，都应将以下条款写入合同：

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.

而Signapse方面，则理应就这段视频向Deaf群体及其客户作出公开说明。说明应交代：这一错配究竟发生在CVG的实际运行中，还是仅存在于发布的视频片段中；其成因是什么；有多少已部署的播报共用了同一映射关系；以及目前已采取何种控制措施以防止类似问题再次发生。该视频应予以更正或撤下。NCG将全文公布Signapse作出的任何回应。

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.

资料来源

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.

SUPPORT NCG

NCG does this work without vendor money, so our findings stay ours. If it has been useful to you, you can support NCG's independent work here. NCG is a for-profit company, not a charity. Contributions are not tax-deductible and buy no service or influence.

引用方式

Grizzle, H. M. (2026, October 8). 手语说的是另一回事. Novara Consulting Group. https://www.novaracg.com/zh/2026/10/08/the-sign-said-something-else/