



## [SPEECH CODES/SPEECH CODE]

<b>TITLE</b>	Speech Code makes packaging talk
<b>COMPANY / ORGANIZATION</b>	
<b>KEYWORDS</b>	Speech, NFC, accessibility
<b>INDUSTRY AREA(S) AFFECTED</b>	<b>Accessibility</b> <b>Point of Purchase – Retail</b> <b>Consumer Use</b>
<b>ISSUE ADDRESSED</b>	Hundreds of millions of people suffer from visual impairment or blindness, therefore printed information is of limited use to them. Likewise, those who do not speak or read a language very well may find their ability to fully participate equally and self-reliantly severely inhibited.
<b>SOLUTION</b>	<p>Speech Codes are printed 2D coloured data matrix codes containing speech information that is activated by scanning with a smartphone. The Speech Code Generator software that transforms any information into a coloured, printable data code, which is then scanned with the Speech Code app to decode and present the information visually and auditorily.</p> <p>The codes can contain up to 40 minutes of speech in over 40 languages and can be integrated with an NFC Speech Tag to make information access faster and easier.</p> <p>The goal of Speech Code is to develop a cost-effective, safe and barrier-free tool to improve the accessibility of information for everyone. The company developed the technology of the same to (primarily) contribute to the inclusion of disadvantaged peoples – physically, financially, linguistically, socially, etc.</p> 
<b>EXPECTED BENEFITS</b>	<b>Consumer-accessibility:</b> Those with impairments that hinder their use of printed information may find themselves unable to access important information – Speech Code attempts to address this through their speech technology. This can range from accessing information about medical and food products to the tourism industry, who use the technology as a cost-efficient and flexible audio guide.
<b>CASE LINK</b>	AIPIA, <i>Speech Code, making packs talk – in 40 languages</i> <a href="http://www.aipia.info/news-Speech-Code-making-packs-talk-in-40-languages-503.php">http://www.aipia.info/news-Speech-Code-making-packs-talk-in-40-languages-503.php</a>  Speech Code, <i>Speech Code?</i> <a href="https://www.speechcode.eu/#!/product">https://www.speechcode.eu/#!/product</a>
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