

DEPT®

DEPT® X NVIDIA

**SIGNS: AN AI-POWERED PLATFORM FOR
LEARNING SIGN LANGUAGE**

**WE ARE A *Tech & Marketing Services*
COMPANY THAT PROVIDES
END-TO-END DIGITAL
SOLUTIONS FOR THE MOST
AMBITIOUS COMPANIES.**

UNLOCKING TOMORROW'S POSSIBILITIES FOR TODAY'S MOST AMBITIOUS COMPANIES.

Our Unique Difference

01/ **TECH / MARKETING**

The first 50/50 tech and marketing company.
Uniquely built to solve tomorrow's complex problems.

02/ **CONSULTATION & CRAFT**

Strategic consultation paired with world-class craft.
Bigger thinking with exceptional outcomes.

03/ **PARTNER LED**

200+ partners lead our business.
Entrepreneurial drive in every project and relationship.

Key stats

4,000+ Employees across the world

85+ Nationalities and counting

20+ Countries on five continents

50+ Languages in house

1+  Certified Corporation. This company meets high standards of social and environmental impact.

Solutions

BRAND & MEDIA

Building brands that shape culture through creativity and create business advantage.

CUSTOMER EXPERIENCE

Crafting products and services that create fully connected companies.

COMMERCE

Elevating sales through performance marketing and commerce platforms.

TECHNOLOGY & DATA

Developing integrated systems that empower scale and future innovation.

AI TRANSFORMATION

Infusing AI across the entire organization to unleash efficiency and performance.



For 11 million Deaf and hard-of-hearing individuals in the U.S., access to effective communication is a daily challenge.

Emerson Keenan
CEO & Co-CTO, Kali Healthcare

The stakes are even higher for deaf children. Ninety percent are born to hearing parents who may have little to no experience with sign language.

Without early exposure to American Sign Language (ASL), these children risk language deprivation, a condition that can impact cognitive development, education, and emotional well-being.

Customer data is exploding. It's estimated that the global volume of data created, captured, copied, and consumed will reach nearly 400 zettabytes annually by 2028. Data comes from everywhere—social media, online transactions, IoT devices, and countless interactions across multiple platforms. Brands face the daunting task of harnessing this flood of information.

To manage this, brands are moving toward an ecosystem approach, integrating data across multiple sources to create a unified customer view. Rather than isolated databases and disconnected insights, brands now rely on real-time data connections, delivering personalization that's immediate, relevant, and contextual.

This ecosystem approach also significantly changes how brands handle privacy and security (which has also had an impact on the effectiveness of email marketing). Instead of treating privacy as a compliance checklist, leading companies now see it as integral to customer trust. Clear consent practices, transparency about data use, and robust security measures aren't just required—they're key elements in building stronger, lasting relationships with customers.



FIRST OF ITS KIND AI-PLATFORM

In collaboration with NVIDIA and the American Society for Deaf Children, we created Signs. This first-of-its-kind, AI-powered sign language platform makes learning ASL as natural as a conversation.

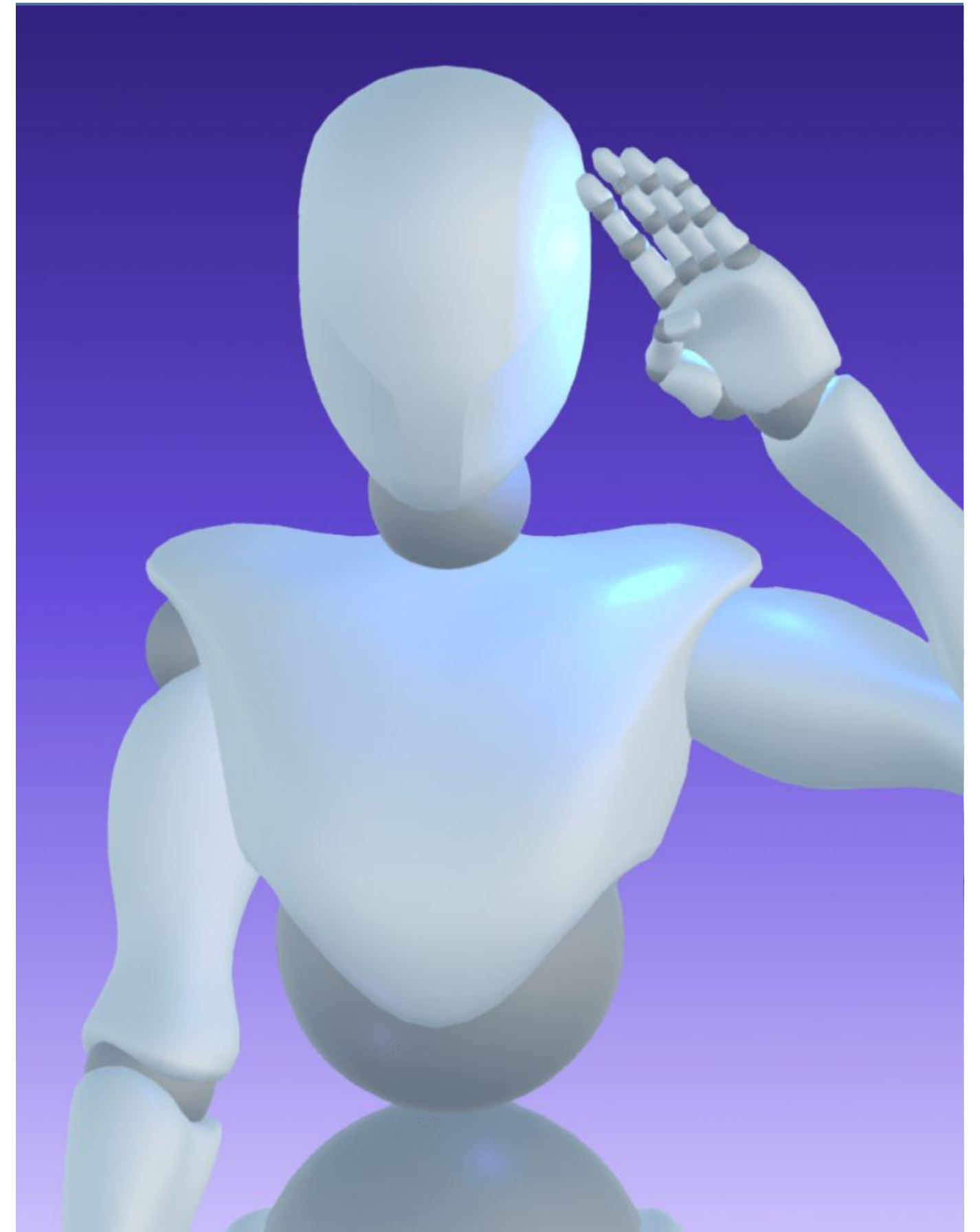
Signs transforms any camera into an interactive sign language coach using cutting-edge AI, computer vision, and machine learning.

Step-by-step guidance: A 3D avatar demonstrates each sign from multiple angles
Real-time feedback: AI tracks the user's hand movements, providing instant corrections

A growing ASL database: Users contribute videos of themselves signing, helping to train the AI and build an ever-expanding, open-source dataset

For the first time, learners don't just watch—they interact. They get immediate, personalized feedback. They practice confidently, knowing that every correction brings them closer to fluency.

And it's working.



+1b

Earned impressions

+20m

People reached in the first week

+20,000

Signs learned in 10 days

BUILDING A GLOBAL AI MOVEMENT

Signs is not just teaching ASL—it's shaping the future of AI-powered accessibility:

400,000+ video clips and 1,000+ signs in development

Continuous AI training, refining recognition of complex sign movements and expressions

A dataset made publicly available by NVIDIA, allowing researchers and developers to build the next generation of AI-driven accessibility tools—from real-time sign language translation in video conferencing to an AI assistant that understands sign language.

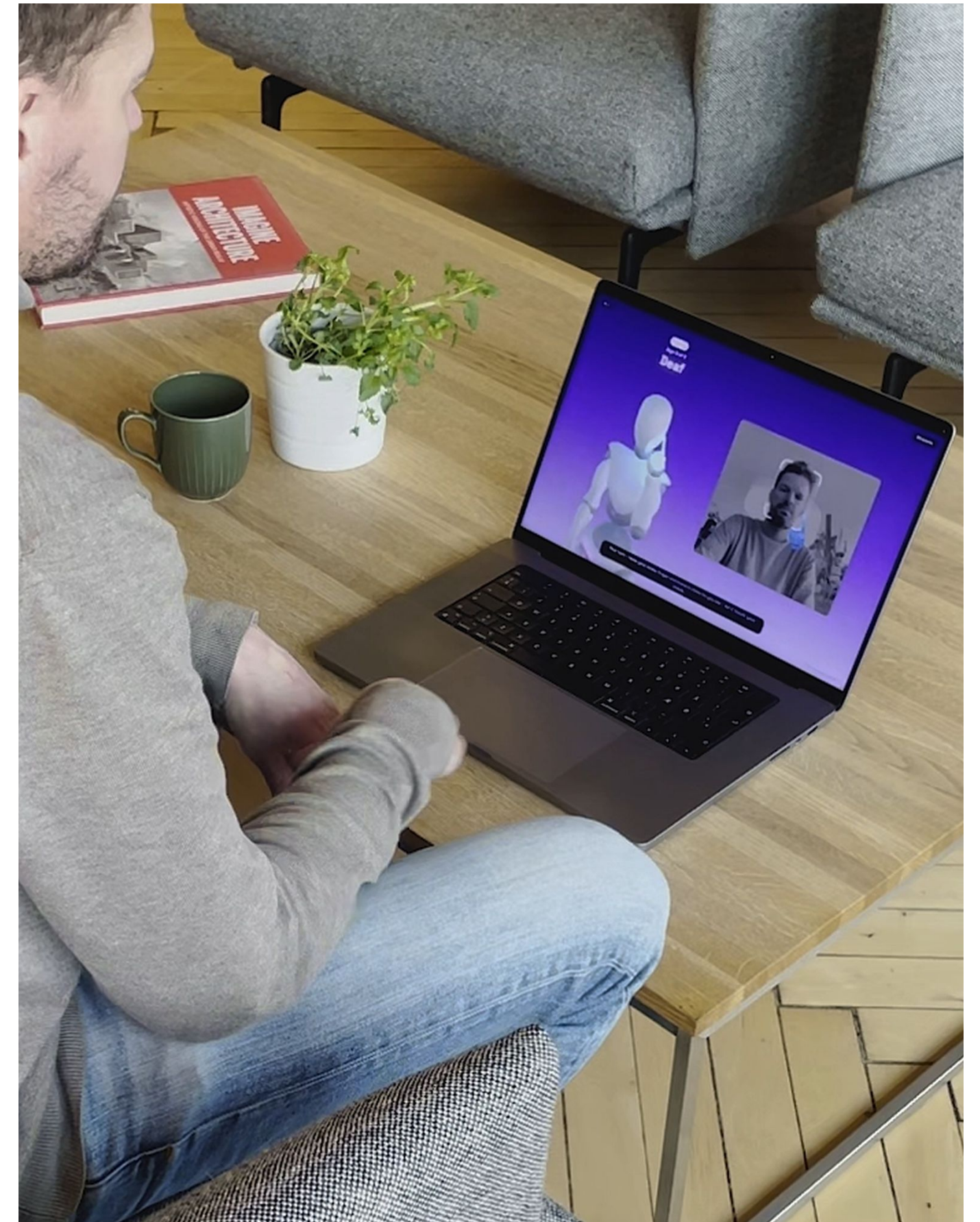
By opening up this dataset, Signs isn't just helping individual learners—it's fueling a future where AI doesn't just recognize sign language but understands it.

Signs is free, open to all, and constantly improving.

Learn – Start signing today at signs-ai.com

Contribute – Record and upload signs to help expand the dataset

Share – The more people use Signs, the smarter it becomes



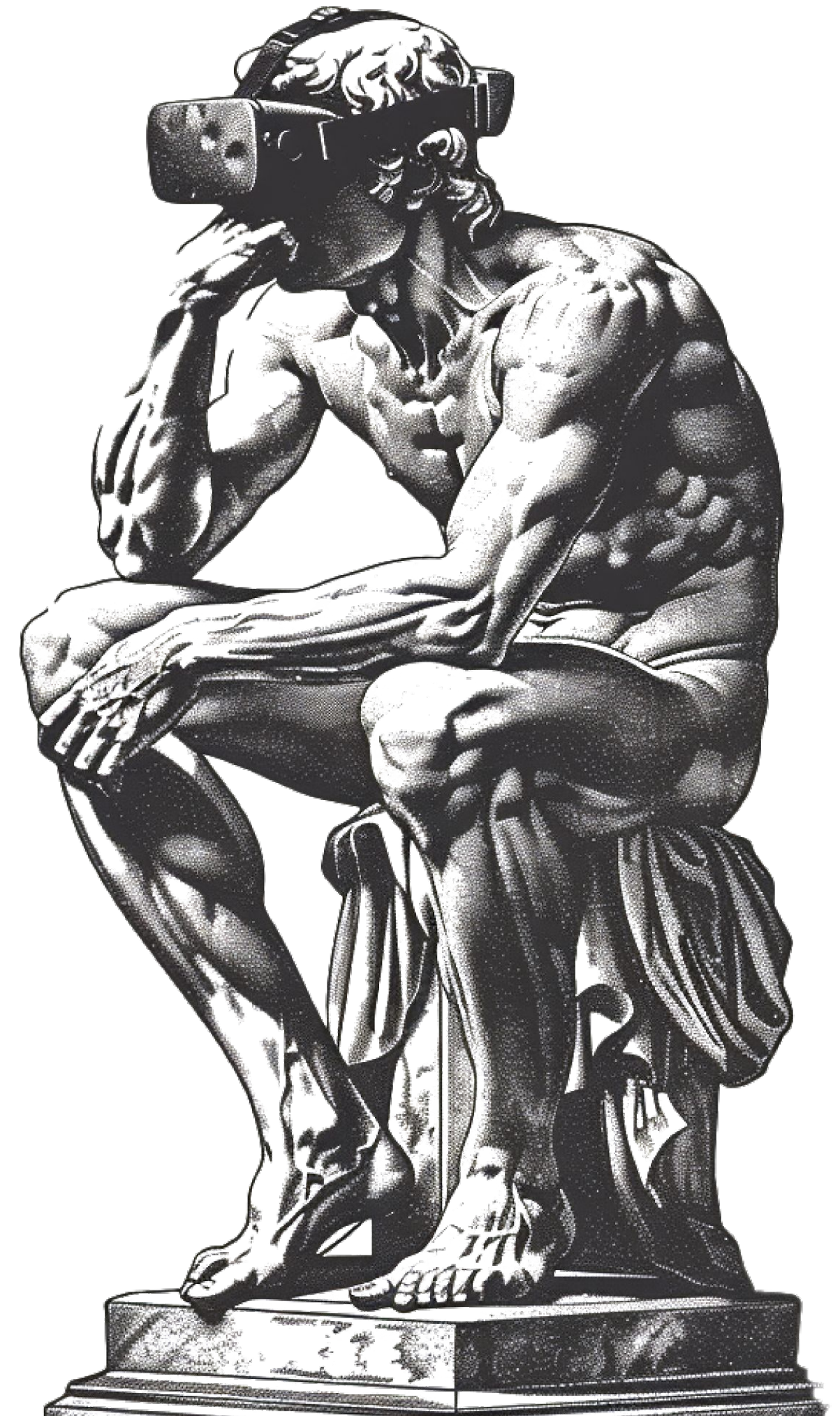


“Ultimately, our goal is to connect families, friends, and communities by making ASL learning more accessible while simultaneously enabling the creation of more inclusive AI technologies.”

Michael Boone
NVIDIA

LET'S GET IN *Touch!*

www.deptagency.com/contact-us/



DEPT®