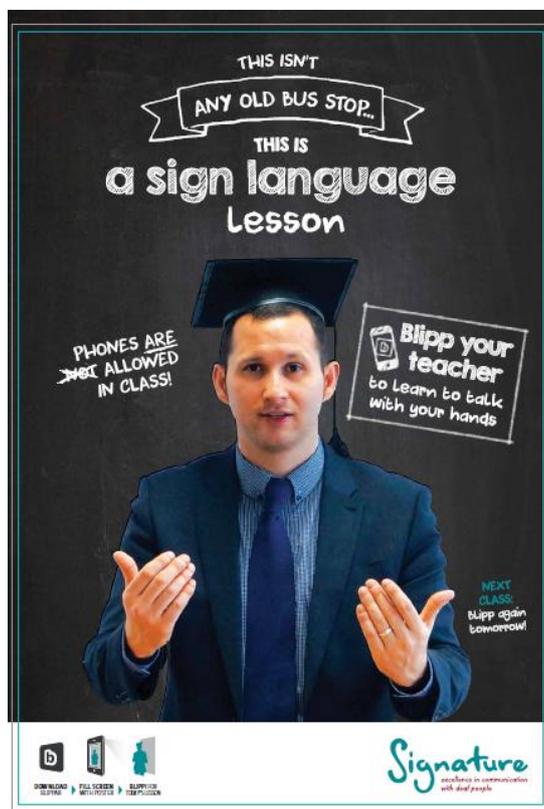


Press Release

- National Deaf Awareness Week: British public can learn sign language of love at city bus stops –



'I'm Mr Right, somebody told me you've been looking for me' – just one of the British Sign Language (BSL) phrases which can be learnt through the BlippAR app.

Ever stood at the bus stop wanting to chat up the girl next to you, but can't communicate with her because she's deaf? It's more likely to happen now than ever before, with more than **10 million people in the UK** who are living with some form of hearing loss – a figure which is expected to reach 14.5 million by 2031.

Now, thanks to an innovative outdoor advertising campaign by the UK's leading awarding body for deaf communications and national charity, **Signature**, the general public will be able to learn basic British Sign Language

(BSL) signs, phrases and even chat-up lines through their mobile phones, whilst standing at bus stops across London and Birmingham.

Launched in conjunction with **National Deaf Awareness Week (19-25 May)** the campaign aims to generate awareness of British Sign Language (BSL), teach the general public basic skills to communicate with deaf people in their community and increase interest in learning BSL.

Using the highly popular augmented reality app **BlippAR**, when users view the bus stop poster through the lens of their Smartphone, the Signature teacher will come to life and deliver a short lesson with a new sign or phrase each day.

During the day, people can learn phrases such as 'You've missed your bus, do you need a taxi?' or 'The dog ate my homework.' However, on Friday and Saturday nights after 9pm, the lessons will change to cheeky chat up lines such as 'I'm Mr Right, somebody told me you've been looking for me.'

The posters will also teach loved-up couples how to say 'I love you' and 'will you marry me?'

Signature communications manager, Emma Mortimer, said: "We're very excited to be working with BlippAR on this project. We hope that it can act as a catalyst showing members of the public what a fun and interesting language British Sign Language is.

"It's great because through this technology we're able to teach the public signs and phrases which they can actually use in conversation, and literally practice whilst sitting on the bus."

Ends

For more information contact Laura Kingston at Karol Marketing on 0191 265 7765 or e-mail laura@karolmarketing.com

Notes to Editors:

About British Sign Language (BSL)

BSL is a visual, spatial language that uses movement of the hands, body, face and head. The language has its own sentence structure, expressions, and regional variations, and has been an officially recognised as a minority language since 2003.

About Signature

Signature is a national charity which campaigns to improve the standards of communication with deaf and deafblind people in the UK. Its vision is of a fully accessible society, powered by a greater understanding of the languages and communication methods used by deaf and deafblind people. A leading authority in the sector, Signature advises government and business; publishes educational resources; campaigns and lobbies. Signature also recognises best practice in the provision of nationally recognised qualifications which ensure British Sign Language (BSL) interpreters are of a sufficiently high standard to meet the needs of deaf people. For more information visit: <http://www.signature.org.uk>

Launched in conjunction with **national Deaf Awareness Week (19 – 25 May)**

About BlippAR