



Transforming lives with visual communications

ZVRS changes the way deaf individuals communicate long distance with high-definition video.

“With video, we can incorporate expression and emotion for more engaging, effective communications.”

– Sherri Turpin, Chief Executive Officer, ZVRS

A deaf person needs to place a call to a hearing person; relying on simple text-typing communication, there is no opportunity to incorporate facial expressions or body language.

Challenges

- Inferior communication capabilities with antiquated telecommunication device for the deaf (TDD) consoles
- Partial-communication experience for the deaf
- Hampered professional growth and career options for the deaf

While the telephone changed the way the world communicates, deaf individuals were unable to truly benefit from it. As a result, they often had no choice but to work in roles that did not require real-time communication.

To communicate over the phone, deaf individuals converse with an interpreter using teletypewriters (TTY) to type messages. The interpreter reads the messages and places the call for the deaf individual. This lengthy two-step process interrupted conversation flow and did not allow for human connection with the deaf individual.

ZVRS provides an improved communications experience for deaf individuals. Rather than using TTY, deaf individuals can communicate using sign language and expression through high-definition (HD) video. ZVRS provides a more engaging communication experience for deaf individuals with video relay services.

Case Study | ZVRS

Size: 700 Employees

Location: Clearwater, Florida

Industry: Interpretation services



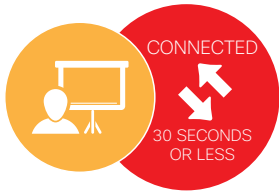


“Sign language is a highly physical language that depends on body language to get the message across,” says Sherri Turpin, Chief Executive Officer. “Video helps our customers achieve accurate interpretations by capturing subtle expressions in real time.”

A communication experience that captures sign language movements and facial expressions realistically using HD video from Cisco.

Solutions

- Leveraged the Cisco DX70 to provide a life-like HD video experience with a 14” display for deaf and hard-of-hearing individuals
- Enhanced video with access to additional applications and features provides an integrated collaboration experience



Reliable, dedicated video calls

Through the Americans with Disabilities Act, video relay services (VRS) are paid for by the FCC for deaf and hard-of-hearing individuals. Call quality and reliability are paramount when communicating in sign language.

ZVRS differentiates itself with 100 percent certified interpreters, 24-hour relay service, and HD video with flexible options to meet the needs of individual users. ZVRS chooses to provide its users with the Cisco DX70 for its comfortable display size as well as the reliability and stability of the video experience.

“With the DX70 and a Cisco network backbone in our call centers, we don’t have to worry about lost connections, connecting our customers in less than 30 seconds on average,” says Sherri Turpin, Chief Executive Officer. “We also are drawn to Cisco for the level of security it provides our business customers.”

Extend telephony with video

While spoken language uses tone to convey messages, sign language relies heavily on facial expressions and body language. The DX70 has a high-resolution screen large enough to clearly capture all of the essential visual details.

When clients are mobile and away from their DX70s, they also have the option of using video on their mobile device or tablet to connect with a ZVRS interpreter. Clients are eager to replace the limited text-typing experience with a life-like communication experience.





“Hearing individuals take it for granted when they express themselves through voice inflection over the telephone. We express happiness, sadness, excitement, or frustration all through the tone of our voice,” says James Hill, Regional Manager for Cisco Collaboration Sales.

“ZVRS has developed a platform centered on Cisco video technology and the DX70 that allows that expression in everyday communications for the deaf and hard-of-hearing community. The HD video quality allows ZVRS interpreters to convey not only the signed or spoken words, but also the emotional tone of the conversation,” says Hill.

Incorporate video into meetings

The ZVRS service helps to expand career opportunities for deaf individuals. “Today, deaf employees work everywhere from Boeing to the White House,” says Turpin. “As dedicated communications devices, endpoints work with firewalls and security protocols for access in even the most secure environments.”

Enriched video expands deaf employees’ careers and business options by empowering them to communicate with others.

Collaborate from within business applications

Menu customization options make connecting with ZVRS simple and intuitive. Users can also customize their experiences with applications and widgets, such as custom contact lists and integrated map searches, for a state-of-the-art communications terminal.

Results

- Replacing text based translation with modern HD video experiences has increased ZVRS service utilization
- Increased deaf individual’s satisfaction in communication experience by improving interaction experience and engagement with quality HD video
- Connecting customers within 30 seconds to communicate over video versus the elongated, traditional TTY to type messages





For the future: expanding the benefits of video

Continuing its mission to take VRS to those who need it, ZVRS has plans to expand its English and Spanish sign language video translation services to other languages. The ZVRS team is also working with Cisco to develop a video contact center solution for accurate billing and delivery of new services.

“With the DX70, we can offer apps and features that help make easier communication a reality for deaf individuals,” says Turpin.

To view all Cisco customer stories, visit: <http://www.cisco.com/go/customerstories>.

Products & Services

Unified Communications

- Cisco Unified Communication Manager

Collaboration Endpoints

- Cisco DX70
- Cisco Remote Expert Mobile
- Cisco TelePresence® SX10 Quick Set

Services

- Cisco Smart Net Total Care™

Partners

- Product fulfillment by CDW
- Engineering by Presidio



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