AUGMENTED AND VIRTUAL (AR/VR) REALITY AS ASSISTIVE TECHNOLOGY

AR enhances the user's current view of reality with digital information, while VR immerses the user in a simulated environment, obscuring reality

OPPORTUNITY DEFINITION | AUGMENTED AND VIRTUAL REALITY (AR/VR) | DIGITAL SIGNAGE USING AUGMENTED REALITY

The use of augmented, virtual and extended reality technologies enables People with Disabilities to interact with content, experiences and spaces in a manner that is free from physical and sensory obstacles. This technology offers a powerful tool for the creation of virtual spaces that are accessible to all.

TARGET MARKET

Target Market
Sign Language Users

Target Users
› Teachers
› Students
› Hearing Impaired
› Research Experts

ADJACENT OPPORTUNITIES

› Provide Flight Journey experience for Autistic kids
› Real time sign language interpretation

STAKEHOLDERS

› MADA
› Universities
› Airline companies
› Research Institutions

KEY PROBLEM STATEMENT | NEED

Seeing that people with hearing disabilities in the Arabic speaking world rely heavily on the use of sign language to communicate, there is a critical need for the development of technology to provide sign language interpretation where human interpreters cannot always be present.

As such, a solution is required to provide people with hearing disabilities access to static and rich multimedia content (e.g. video, audio announcements, text, graphics, signage) through Augmented Reality.

The solution will enable people with hearing disabilities to access key information and partake in different activities in a more independent and equitable fashion.

OWNER AND SECTOR

Owner Mada
Sector Smart City

PROCUREMENT CYCLE

Request for Proposal (RFP)
The opportunity is in a RFP stage.

TIMESPAN

Total duration of 1 year (2020 – 2021) including implementation and testing

BUDGET

The estimated budget for the project is **USD$274,000** per project.