



SIGNORA

UNIVERSAL MOTION TO MEANING

When the transaction is a conversation, the conversation is the transaction.

Real-time sign language translation for the moments where understanding is the product.



FINANCIAL INSTITUTIONS | DEALERSHIPS | LENDERS
PUBLIC AGENCIES | PROFESSIONAL SERVICES

A BRIEFING FOR
FINANCIAL INSTITUTIONS, DEALERSHIPS,
LENDERS, AND PUBLIC AGENCIES

The conversation is the transaction.

A mortgage.
A vehicle purchase.
An account opening.
A courtroom.
A benefits office.

Nothing physical
changes hands.

What changes is that
someone now understands
something...
...and agrees to it.

Every signature
depends on the conversation
that came before it.



“

A signature you can't defend
begins with a conversation
that wasn't understood.



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The obligation already exists.

Most organizations simply haven't operationalized it.

The Americans with Disabilities Act requires effective communication.

The obligation belongs to the covered entity.

Not the customer.

Not the citizen.

Not the patient.

EVERY SECTOR IS DIFFERENT.
THE OBLIGATION ISN'T.



FINANCIAL INSTITUTIONS

Banks
Credit Unions
Mortgage
Wealth Management

Conversations create legally binding financial decisions.



AUTOMOTIVE & LENDING

Dealerships
Finance & Insurance
Title

Complex purchasing decisions require meaningful communication.



GOVERNMENT

DMVs
Courthouses
Benefits
Elections

Public services carry accessibility obligations under Title II.



PROFESSIONAL SERVICES

Law Firms
Title Companies
Insurance
Real Estate

Advice has little value if it isn't understood.

DIFFERENT INDUSTRIES.
ONE OBLIGATION.

“

Most organizations are compliant on paper.
Few are prepared in practice.



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Scheduling is not availability.



Qualified interpreters remain essential.
But human availability has limits.

The walk-in customer.
The late closing.
The unexpected filing.
The citizen who simply arrives.

The obligation exists in the moment.
Availability has to exist there too.



Our research identified
fewer than 14,000
certified interpreters
serving a U.S. population
of 48 million people
with hearing loss.¹



This is **not** an argument
against human interpreters.
It is an argument against
making human availability
the **only** layer.

“

A vendor relationship gives you access.
It cannot **guarantee the moment.**

¹ Source: Registry of Interpreters for the Deaf (RID) and National Institute on Deafness and Other Communication Disorders (NIDCD). U.S. population with hearing loss (2019 data).



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Availability, without the appointment.

SignOra is real-time,
bidirectional translation
between signing and speech.

A person signs.
SignOra speaks.

A person speaks.
SignOra returns meaning
through captions and signing.

In the moment.
On devices already there.



IMMEDIATE

No scheduling.
No queue.
Available when the
conversation begins.



PRIVATE

Designed for encrypted,
controlled deployment in
regulated environments.



DOCUMENTED

Access, availability,
duration and use
recorded contemporaneously.



Designed to extend communication capacity,
not replace qualified interpreters where one
is required or appropriate.

THE MOMENT NO LONGER HAS TO WAIT FOR THE RESOURCE.
THE RESOURCE CAN BE THERE FOR THE MOMENT.



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UNIVERSAL MOTION TO MEANING

Different institutions. The same moment.

SignOra brings effective communication
to the conversations that move people forward.



FINANCIAL

Account opening.
Lending. Mortgages.
Fraud. Wealth.

When understanding
precedes a signature.



AUTOMOTIVE + COMMERCE

Financing. Insurance.
Warranties. Complex
purchases.

When the conversation
determines the agreement.



REAL ESTATE + PROFESSIONAL SERVICES

Closings. Contracts.
Legal advice. Material
decisions.

When misunderstanding
has consequences.



PUBLIC SERVICES

DMVs. Courts. Benefits.
Elections. Public
meetings.

When access is an
obligation of government.



Different doors. Same obligation.

Effective communication **when** the person walks through them.



Before this becomes necessary, make it available.

SignOra is selecting a small group of early organizations to help shape how Universal Motion to Meaning enters regulated, consequential environments.



01 BRIEFING

See where SignOra fits within your existing communication and accommodation structure.



02 READINESS

Walk through what happens when a Deaf customer arrives without notice, and what record exists afterward.



03 EARLY INTEREST

Document non-binding interest in evaluating SignOra as it approaches availability.

CONVERSATION

No procurement decision.
No commitment.
Just an earlier conversation.



Michael Parker
Founder & CEO
SignOra



GoSignOra.com



GoSignOra@gmail.com



909.801.0642



Los Angeles, CA



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MICHAEL PARKER

FOUNDER & CEO



GoSignOra@gmail.com



909.801.0642



GoSignOra.com



Los Angeles, CA