

# Free mobile app and glasses that sync audio description and captions to movies

## JAPAN / EVIXAR INC. – HELLO! MOVIE APP

In 2020 the Japanese Start-up Evixar Inc. launched the free mobile application HELLO! MOVIE, which enables persons with visual or hearing impairments to access subtitles or audio description for movies via their smartphone or projected onto smart glasses. The features automatically synchronize using only the sound of the movies. Evixar has developed a rental service of Augmented Reality glasses, which has been offered in 85 major movie theatres across Japan. Between 2020 and 2022, HELLO! MOVIE has been downloaded 250,000 times.

### Problem targeted

People with visual or hearing impairments can have difficulty experiencing regular screenings of movies in cinemas, and often have to wait for limited special screenings.

### Solution, innovation, and impact

The HELLO! MOVIE mobile application and subtitle glasses rental service provides film subtitles and audio tracks to users without interfering with the enjoyment of others at the screening. This allows users to share the movie experience alongside friends and family who do not have a visual or audio impairment. In the past a limited number of cinemas have displayed subtitles on glasses in selected areas of the cinemas. HELLO! MOVIE automatically synchronises the audio description and subtitles using only the sound of the movie, which has eliminated the need for additional expensive technology. Thus, implementation of the HELLO! MOVIE system does not require any significant investment or editing of the movie itself. The service was launched in February 2020,



Users can access subtitles or audio description of films via their smartphone.

**“I am visually impaired, but I watch a movie once a month.”**

Shunsuke Narisawa, Social Entrepreneur, TED speaker

and as of mid-2022 it has provided audio description and subtitles for around 250 movies.

### Outlook, transferability, and funding

Movie distributors pay for the cost of registering guide data for films. In order to bring greater flexibility to the business model in the future, Evixar Inc. plans to include additional services that would be charged

directly to users, such as reservation of companion service, audio comments from actors or comments on historical facts for classical films. The aim is to increase both the number of users and the number of movies over the next three years by holding screenings at schools for deaf and blind people throughout Japan. It is expected that as the number of users grows it will become easier for distributors to create guide data for their works, along with providing additional jobs that can be filled by people with disabilities. The service can be transferred to other countries and languages.

### FACTS & FIGURES

Start: 2020

- Between 2020 and 2022: The HELLO! MOVIE application has been downloaded 250,000 times.
- There have been 12,000 rentals of the smart glasses.
- A project related to ICT.



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