



# Upcoming App Innovatively Accommodates Individuals In the Deaf/HOH Community

By [nicespeechlady.com](https://nicespeechlady.com) / December 19, 2021

[Nice Speech Lady](#) recently performed a print Q & A interview with the founder of [Hi There Solutions](#), Chase Prieve. Nice Speech Lady encourages technology that makes strides to facilitate communication for all individuals. This valuable app has untapped potential for individuals with hearing differences, and their communication partners, for many reasons. Please read below to find out the details.

Question: "The launch of Hi There app with the Just Talk option within is occurring soon. Please share the details."

- "The Hi There Solutions app features two state-of-the-art products – Hi There!!! and Just Talk! – with artificial intelligence that give a voice to the D(d)eaf and Hard of Hearing (DHH) community and their loved ones with real-time transcriptions, texting, text to speech, speech to text, instant messaging, and animated American Sign Language sticker emojis. Hi There!!! is a video chat solution with real-time transcriptions, text to speech, speech to text, instant messaging, and animated American Sign Language sticker emojis – all within a video call. Just Talk! is a text chat board solution, also within the mobile app, with real time speech to text, instant messaging, and animated American Sign Language sticker emojis within a live two-way conversation. Just Talk! eliminates the need for passing handwritten notes back and forth, and it allows a DHH individual to actually use a drive-through. The app is available on iOS (Apple) and Android mobile devices."

Question: "How did you and your team come up with these ideas; what is your company's history?"

- "I was inspired by my great-grandparents, Walter and Anna Prieve, who were both deaf and attended the Wisconsin School for the Deaf. After seven years in the telecommunications/Cloud/SaaS industry, I realized that millions of deaf and Hard of Hearing people were underserved by and excluded from certain communication technology solutions, which are primarily designed for the hearing. My vision for Hi There Solutions is to create well-designed communication products specifically for D(d)eaf and Hard of Hearing (DHH) people that equip them to build their community and stay connected through accessibility and inclusion."



Question: "What feedback are you receiving from hard of hearing and deaf users (and communication partners) with Hi There!!! and Just Talk!?"

- "From our social media accounts and our D(d)eaf and Hard of Hearing influencers, we've received thousands of unsolicited messages of positive feedback stating that the Hi There Solutions app provides exponential communication in how the DHH interact with family and friends, and the hearing world around them."

Question: "Who is the ideal person who would benefit?"

- "From our market research, we know that 90% of all D(d)eaf children are born to hearing parents, however, many of these families do not have a reliable means to communicate with each other, or the hearing world in such places like a noisy restaurant. The DHH rarely use video chat apps because these products do not have real time captions, speech to text, instant messaging, or animated ASL sticker emojis. However, in our market research, the DHH stated that they would use video chat more with their family and friends if a solution had these features. We also know that the smart phone market is about equally split between iOS (Apple) and Android devices, and that DHH families are often split as well in their device ownership. A current problem with FaceTime, for example, is that it is proprietary only to Apple devices. So, if a family member has an Android device, they are unable to use FaceTime. The Hi There!!! app is device-agnostic, meaning, that the DHH and their family and friends would be able to make a video call to each other regardless of their being an Apple or Android user. With Just Talk!, a DHH person can now throw out those notepads when trying to communicate in noisy or quiet places, like a restaurant, doctor's office, bank, or pharmacy. Even with masks and plexiglass barriers, the Just Talk! solution is able to quickly and accurately transcribe speech to text for better communication. Hi There Solutions will launch in 10 languages to enable accessibility and inclusion for all."

Question: "What are all of the possibilities with this technology?"

- "The Hi There Solutions app has several other future innovations launching in 2022 and beyond. The technology utilized by Hi There Solutions will allow us to innovate beyond our initial products; this includes corporate solutions in the education, music, games, translation, and telehealthverticals. As our Amazon Web Services Artificial Intelligence code continues to learn, Hi There will be able to translate different sign languages into other languages (including other sign languages), speech, and text accurately in real time over a video chat call. From any device, any carrier, any time, and anywhere, so you never miss a word."



Question: "Without Hi There!!!, what do hard of hearing and individuals who are deaf have at their disposal, technology-wise— in this stratosphere, and why are Hi There!!! and Just Talk! more effective and more inclusive options?"

- "The DHH are a very underserved community as it relates to communication technology. Simply put, the current video chat apps and phone calls weren't made for the DHH community. This community often has to 'make due' or work around traditional means of communication. The Hi There Solutions app was designed and developed specifically with the DHH community, and their hearing friends and family, in mind. Hi There Solutions believes in inclusivity for everyone, and this principle is a guiding light for developing our innovative solutions. While there may be similar solutions on the market for video calls or transcriptions, they have the following disadvantages in comparison to the Hi There app: 1.) accuracy is poor; 2.) the apps frequently freeze or do not have the same service level agreement/uptime as the Hi There app; 3.) they are very cost prohibited for the end user; 4.) the developers do not have a tie to this community. The overarching issue with the current technology is that the developers were likely thinking of the larger, mass market – hearing people – and thus, they did not think about the life journey of a DHH individual – an example of this would be the closed captions of an existing video chat app that covers the face of the individual, making for a very frustrating experience for those who read lips or sign. The existing technologies on the market are also "standalone" products, meaning, they do not provide a platform for multiple solutions in one single app, unlike the Hi There app, which has been built to be scalable and add additional solutions in the future in the same mobile app platform."

Question: "Tell us about the accolades and recognition you have already received."

- "Hi There Solutions recently won an INNOVATOR Award from the 'Hearing Health and Technology Matters' organization. We competed and won the Assistive Technology and Software – Captioning – Mobile App category. Our technology beat out established companies such as CAPTEL. As a result, we've had several news outlets and journal publications contact us for both print/digital and TV interviews, or to shoot a podcast. Further, CNBC contacted Hi There Solutions in December 2021, and we discussed the possibility of an on-air live interview in April 2022. These opportunities can really help expand our reach globally at launch."

Question: "What applications are possible outside of what it was originally intended for?"

- "Hi There Solutions will be launching with our initial two products within the app, Hi There and Just Talk, in 10 languages. In 2022, we have plans to expand into other languages and launch other solutions within the mobile app. The breadth of what artificial intelligence, cloud, and machine learning will be able to do for Hi There Solutions is very broad. Hi There Solutions has corporate and educational solutions envisioned as well as solutions in music, telehealth,



home safety wearables, translation, pronunciation, and user self-created avatars to help a customer, and their friends and family, learn their sign language of choice. In the future, we have plans to launch a solution that translates a person's sign language of choice into text, speech, and other sign languages/languages accurately, and in real time over a video call."

Question: "What are you most excited about, with all that has happened with the technology and events in the last year?"

- Hi There Solutions is most excited about the INNOVATOR Award from the 'Hearing Health and Technology Matters' organization. It was quite unexpected, as we are only a start-up company competing in a market space against well-established companies in the hearing industry.

Question: "Please tell us about the equity crowdfunding opportunity?"

- "Regulation equity crowdfunding is relatively new to the U.S. marketplace. Most people are probably familiar with crowdfunding companies like Go Fund Me – platforms used for personal money-raising events. Regulation equity crowdfunding is an opportunity for start-up companies to conduct a capital raise and allow for individuals to invest in their company in order to become "shareholders." So, instead of only big venture capital, angel funds, or investment banks funding start-ups, equity crowdfunding allows for regular people who have the same "Why" or passion to invest and become an owner in companies of their choosing. We have partnered with Wefunder, the largest regulation equity crowdfunding company in the U.S., to host our equity crowdfunding capital raise campaign. Speech Pathologists, and others, who read this interview are able to go to our Wefunder page, review our business and financial plans, and decide if investing in Hi There Solutions makes sense for them. Our minimum Ask is \$500.00 for a person to be an "owner" of Hi There Solutions."

Question: "What do speech pathologists need to know the most about 'Hi There'?"

- "We think speech pathologists need to know that Hi There Solutions is not a flash in the pan app. Through our market research with hundreds of DHH individuals, and their family and friends, we have followed the life journey of the DHH. We have also interviewed speech language pathologists, clinical and educational audiologists, hearing instrument specialists, and Veterans with hearing loss. Because of this extensive market research, and our passion for the DHH community, Hi There Solutions has developed about a dozen ideas for future innovations. Our mission is to develop and commercialize solutions that bring exponential communication to the DHH community."



Question: "What has been your biggest struggle?"

- "Many people believe that the path to success for start-ups is a 'straight line,' from the idea to the product launch. The real path to success for start-ups is squiggly, at best. Where we have struggled is in making the hard business choices between what is possible to develop as a solution, and what will help with inclusiveness and accessibility for the DHH community."

Question: "What is next for your company?"

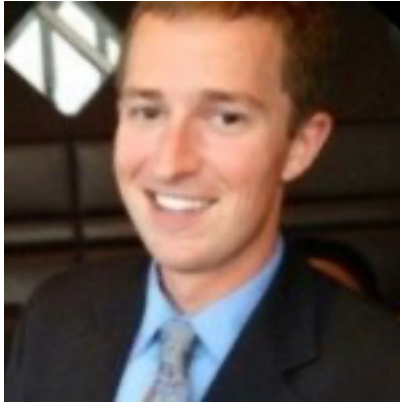
- "Hi There Solutions will launch our app in both the Apple App and Google Play Stores in late-December 2021. In parallel, we'll kick off our regulation equity crowdfunding campaign, via WeFunder, so that our capital campaign will raise sufficient funds for the innovative solutions that we'll develop in 2022. Check out [www.hitheresolutions.com](http://www.hitheresolutions.com) to learn more about the campaign."

Question: "What question did I not ask that you would love to have asked, and what would be the answer?"

- "We have plans to form a non-profit foundation in 2022. We'll name it, "The Walter and Anna Prieve Hearing Foundation." After my great-grandparents who were both deaf. The proposed purpose of the foundation is to seek donations that we will in turn use to provide a free annual subscription of the Hi There Solutions – Premium Plan to low-income DHH individuals who are receiving disability benefits for their hearing loss. It's our way of giving back to those who are economically disadvantaged by their hearing disability."

Question: "How can speech pathologists help?"

- "Speech Pathologists can help [Hi There Solutions](http://www.hitheresolutions.com) by checking out our website ([www.hitheresolutions.com](http://www.hitheresolutions.com)) and recommending the Hi There app to their patients, students, and their family and friends. Please consider an equity investment in Hi There Solutions through our Wefunder platform to help us financially with our future innovations. Thank you."



Chase Prieve is the founder and CEO at Hi There Solutions. He lives in Denver, Colorado.



Wilson Nice, SLP, is the owner of Nice Speech Lady, a platform for medical SLPs to acquire clinical resources and gain information via print/YouTube interviews.