



Company Overview

Pedius is a 24/7 communication service that allows the Deaf and Hard of Hearing to make phone calls. As many services are generally only reachable by phone, this greatly restricts accessibility for the Deaf and Hard of Hearing. The Pedius team is on a mission to make calling and basic communication more accessible for people with a hearing loss or hearing impairment. A key objective to this mission is to provide another reliable resource for the Deaf community in order to bridge the communication gap that currently exists.

Current phone relay services for the Deaf require an intermediary or interpreter. This can become very costly for the agencies that support these relay services and often is not readily available 24/7. Most importantly, these services inhibit this particular group of citizens from fully possessing independence. For this, Pedius' goal is not only to supply, but also *support* the freedom and reliance a phone offers to every other citizen. The app is not just an option for emergency situations; Deaf users will benefit from the ease of everyday tasks where texting isn't possible.

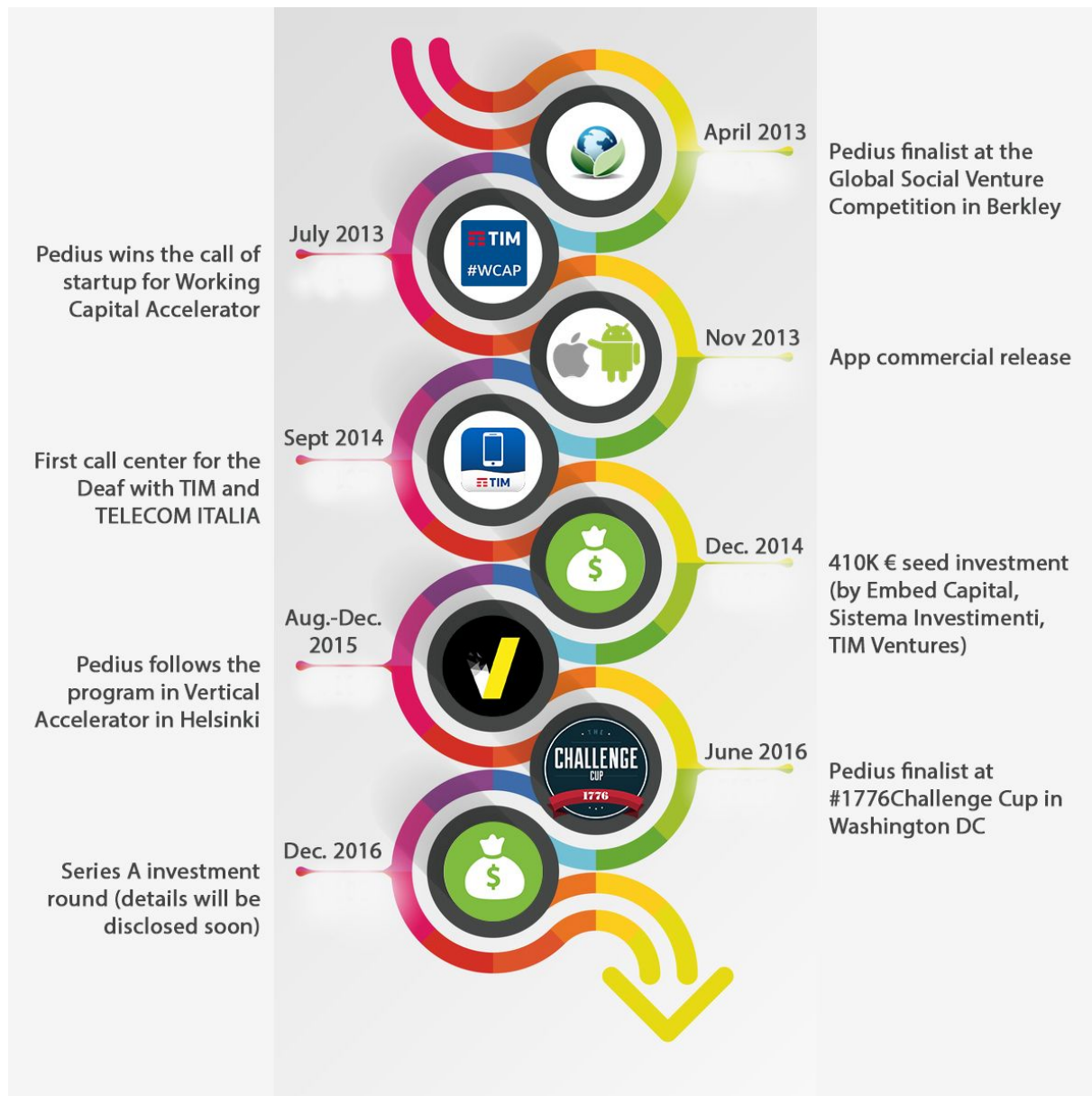
Founding story

Pedius' story begins with a TV show that featured the story of a Deaf man named Gabriele. One night he was involved in a car accident and left stranded for hours on the side of the road after the other driver discovered him to be deaf and 'defenseless'. As he couldn't call for help, Gabriele's only option was to wait in hopes that somebody would eventually come to his rescue. Unfortunately this situation is not infrequent for a percentage of the world population whom are Deaf or Hard of Hearing.

Lorenzo Di Ciaccio was inspired by Gabriele's story. He immediately recognized a great need for a specialized app to make standard phone calls- a luxury not equally existent to

all. Soon after, Lorenzo quit his job and put everything he had into expanding upon this idea. Alessandro Gaeta and Stefano La Cesa came into the picture and all together with their passion for social business and alternative for the Deaf, made the idea into a reality by developing the first beta of Padius app and founding the Padius company.

Timeline



Product Information

Users private calls are made using innovative real time text or voice calls with advanced speech recognition technologies. The application is equally available for both iPhone or Android users via the [Apple Store](#) or [Google Play Store](#). Only the Padius user needs to download the application, while the recipient has a traditional phone call.

Once the app has been downloaded the user has the option to either text their message independently or choose from a list of pre-written messages, which are continuously updated

for all types of conversations. In addition, if the user wishes, they can initiate their first call using their own voice or an automated voice. As the receiving end sends a voice response to the user Pedius will instantly translate into a written text that appears on the screen.

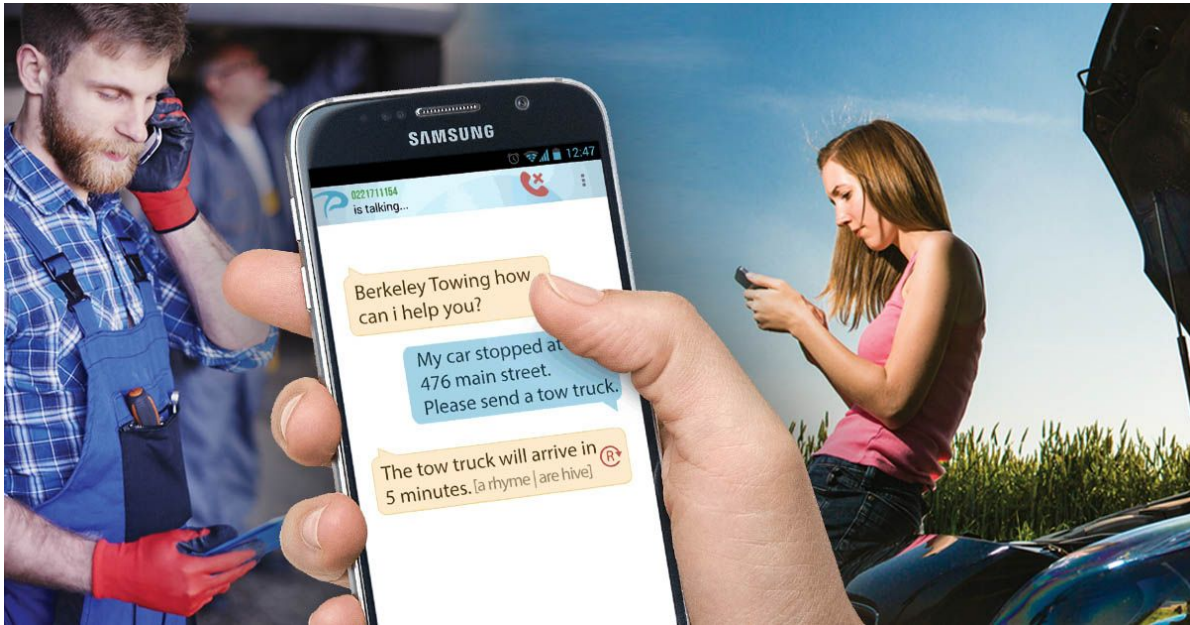
With the 20 free minutes issued each month, Pedius users are able to call family, friends, the doctor for an appointment, or make a reservation at their favorite restaurant. For other services that have allowed themselves to be accessible by phone for Deaf clients, the user can find a list within the the app with free calling services to meet their needs. In addition to the 20 minutes, it is also possible for the user to buy an unlimited plan for 25£ a year or 100 minutes for 4£.

From its initial launch in Italy in 2013, Pedius has since expanded to countries such as Ireland, France, Spain, the USA, Canada, Australia, New Zealand, the United Kingdom and Brazil. In total, Pedius has 15,000 users and plans to expand within the year to China and Germany. The team at Pedius believes this app can eventually be a worldwide solution -- as all it requires is internet and a user specific language.

Quintus Pedius

Quintus Pedius was an ancient Roman painter who carries many firsts along with his name. Not only was Pedius the first Deaf person in recorded history known by name, but his education remained significant as it was also the first to be recorded. On the advice of his paternal great-uncle Corvinus, and with permission from Augustus, Pedius was taught to paint. He turned out to be a very talented painter, but sadly died in his youth.

The name Pedius represents first, something that can be interpreted in many different ways.



Clients

Beyond everyday use, Pedius has created synergies (developed relationships) with large companies such as BNL banks, AXA roadside assistance, TIM telecommunications, and multiple municipal police stations throughout Italy that make their specific services more accessible for clients.

For example, a customer can choose BNL on their service list (found on the Pedius app) and select an action they would like performed for their private account. With these services and elimination of third party interpreters, Deaf persons have complete security and control. Pedius is always working to partner with more companies in order to provide the best for customers.

TIM: this is the first call center enabled for Deaf and Hard of Hearing people. Users can call for information or problems with landline or mobile services;

BNL: Pedius launched a collaboration with BNL, bank of the group BNP PARIBAS in december 2015. Customers can talk directly with the call center or complete operations such as locking or unlocking credit cards;

AXA Assistance Italia: launched in december 2015, the partnership between AXA Assistance Italia and Pedius allows users to make phone calls for roadside assistance for tow-trucks or for a free medical consultation;

Municipal Police Station in Trieste, Andria and Prato: between 2015 and 2016, Pedius established itself with some municipalities and enabled accessible phone calls to their local Police Station.

Notable Mentions



26/03/2014

[TECH CRUNCH](#): Pedius Lets Italy's Deaf Make Phone Calls, With More Countries To Come



23/02/2015

[DAILY MAIL](#): The App that lets deaf people 'hear' phone calls: Pedius converts speech to text in real time



13/01/2016

[GEEKTIME](#): Italian Pedius helps deaf people make phone calls with text-to-voice messaging

Contacts and Social

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