

TransportSign — Real-Time AI Sign-Language Avatars for Serbian Transit Announcements

Digital Inclusion · Good practice · Serbia

Quality score: 36/100

Evidence strength: Cautionary / limited

Summary

Belgrade startup SignAvatar's TransportSign turns live station/airport announcements into sign-language avatar video on public screens, live in Belgrade since 2024. WSA- and OECD-documented, but evidence is still just the company's own small self-reported survey.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	0/1
Evaluation evidence	0/1
Demonstrated reach	1/1
Documented learning	0/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-22

[SignAvatar, in partnership with Railways of Serbia](#) — accessed 2026-08-22

[OECD Observatory of Public Sector Innovation: SignAvatar case study](#) — accessed 2026-08-22

[World Summit Award: SignAvatar \(2024 European Young Innovators winner\)](#) — accessed 2026-08-22

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