This case study is about Project Revoice, an Australian agency created by BWM Dentsu, ECD Asheen Naidu and CD Oskar Westerdal. ALS is a progressive motor neuron disease and one of the symptoms of it is that patients lose the ability to speak. Using developing technology such as machine learning and deep voice software technology joined with Tobii eye-tracking, Project Revoice would support ALS patients to communicate with their own voices once again. Nevertheless, the journey to an emotional climax was one that tested the restrictions of both this new technology and the team leading the project.

If you would like to find out more please follow this link: https://www.projectrevoice.org/