

Health

Hearing services firm comes to Rochester Hills

BY GARY GOSSELIN

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Sorenson Communications, a video relay service for the deaf and hard of hearing, will open a new, 3,500-square-foot office in Rochester Hills in March.

This will be the third relay office in Michigan for the Salt Lake City, Utah-based company, and it will transfer some employees from the Ann Arbor office.

The other office is in Grand Rapids.

The privately held company provides free video service for the deaf and hard of hearing, translating from sign language to spoken word and vice versa.

The new facility, in the 45,000-square-foot Executive Office Building, on South Boulevard, will also hire new employees for the site to be American Sign Language video interpreters and to provide management and operations coordination.

“Generally speaking, opening the Rochester Hills center is another incremental step in moving forward to provide these services to deaf and hard-of-hearing individuals,” said Sorenson spokeswoman Ann Bardsley.

“Because of these services, tens of thousands of deaf and hard-of-hearing individuals can use this service, using their native language (American Sign Language) to talk to friends, family and business associates,” she said.

Bardsley would not say how many people it will transfer from Ann Arbor or how many it will employ in the Rochester Hills VRS Interpreting Center.

The company is paid by the Federal Communications Commission, which levies a fee on phone companies and consumers for deaf and hard-of-hearing communication services.



Sorenson Communications provides free video service for the deaf and hard of hearing. | COURTESY PHOTO.

Sorenson also created the videophones, and provides them for free to the deaf and hard of hearing, for use with the system. Users need to be fluent in ASL, have a TV or video monitor of their own and have a broadband connection.

The building’s listing agent is Chris Nagorski of Skyline Properties.

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