

THE GESTURE ADVANTAGE

Why Avatars with Gestures Win - Every Time!



WHAT IS GESTURE-BASED COMMUNICATION?

Gesture-based communication is the use of *coordinated body movements*, especially hand, arm, head, and facial gestures, to convey meaning and enhance spoken language. Gestures work in sync with speech, *reinforcing key words* and *signaling when information is important*. This multimodal approach is deeply rooted in how humans *naturally communicate*, making it a powerful tool for creating more *intuitive and engaging interactions*.



"On your right"



"You're doing great"



"Let me think about it"



"Hi, how can I help?"

A 2025 study* found that users unconsciously treat animated gesture-based avatars like real social partners, with their eyes following the avatar's hands and face just as they would during a real human conversation.

WHY GESTURE-BASED AVATARS WIN ACROSS INDUSTRIES



of modern multimodal systems rely on gesture + speech because together they lead to high task performance, clearer instructions, and better user experience across-

EDUCATION, RETAIL, INDUSTRIAL SUPPORT AND PUBLIC SERVICES

Gesture-enhanced avatars outperform speech-only systems across industries because co-speech gestures make communication clearer, more natural, and easier to understand.

WHY OUR AVATARS ARE MORE EFFECTIVE

“
**Speech
 Alone Is Not
 Enough**
 ”

Human communication has always been **multimodal**, combining speech with gesture to convey meaning. When technology relies solely on speech, it removes **half of the natural communication system**.

HOW GESTURES IMPROVE THE USER EXPERIENCE

- **Visually reinforce spoken instructions**, reducing user error and increasing speed
- **Build user trust and satisfaction** more than what speech alone achieves
- **Improve clarity and comprehension**, especially in multilingual environments

WHY GESTURE-BASED AVATARS OUTPERFORM CHATBOTS

FEATURE	CHATBOT / SPEECH ONLY	GESTURE-BASED AVATARS
Clarity	Limited to verbal text/sound	Visual + verbal meaning combined
Engagement	Lower	Significantly higher
Ease of Understanding	Moderate	Faster + more intuitive
Spatial Communication	Poor	Highly effective
Emotion & Rapport	Low	More Natural approach
Cross-cultural usability	Limited	Gestures bridge linguistic gaps

BOTTOM LINE
**CO-SPEECH GESTURES MAKE AI AVATARS THE
 CLOSEST DIGITAL EQUIVALENT TO HUMAN COMMUNICATION!**

