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SPEAKERS

Rob Mineault, Ryan Fleury, Ross Linnett

R **Rob Mineault** 00:22

Hey and welcome to another episode of AT Banter.

R **Ryan Fleury** 00:26

Banter, banter.

R **Rob Mineault** 00:27

This is of course the podcast where we talk with advocates and members of the disability community to educate and inspire better conversation about disability. Hey, my name is Rob Mineault and joining me today - the other guy that's not on vacation, Mr. Ryan Fleury.

R **Ryan Fleury** 00:48

Working for a living.

R **Rob Mineault** 00:52

Yeah, no, we've got no Lis. And we've got no Steve. And it's just me and you.

R **Ryan Fleury** 01:07

Wait, you're actually on vacation right now.

Rob Mineault 01:09

Shhh, don't tell anybody. I don't want to be lumped in with them. I'm here. On vacation and sitting in front of a podcast mic.

Ryan Fleury 01:22

It's why we keep you around.

Rob Mineault 01:25

I thought it was my sunny personality, and my inability to pronounce our co-host's name.

Ryan Fleury 01:33

Say Google.

Rob Mineault 01:34

No. I'm on vacation. How are you doing?

Ryan Fleury 01:43

I'm doing well, thanks. Can't complain.

Rob Mineault 02:06

Well. That's all I got for news. I'm on vacation. You're not. Everybody else is.

Ryan Fleury 02:16

So on with the show?

Rob Mineault 02:18

Yeah, let's let's do this, because I want to get back to my vacation. So how about you tell the fine folks at home just what we're doing today?

Ryan Fleury 02:29

Sure. Today we're speaking with the CEO and founder of a company called ReciteMe. And their website is www.reciteme.com. And I'll let our guest introduce himself. So Ross, welcome to the show.

R Ross Linnett 02:41

Thank you very much, guys. Thanks for having me on. Can I just say I love the name of the podcast, AT Banter. I've always said for a long time to achieve what we're trying to achieve, which is mass inclusivity, accessibility for all. We need to make it fun. Because when you make it fun, people buy in. And people want to come along for the journey. So well done, guys.

R Rob Mineault 03:13

Well, listen, we're happy to happy to have you! Maybe why don't we just start just giving us a little bit of a background on yourself?

R Ross Linnett 03:21

I was born in a mining town in the Northeast of England. I still live in the area. I went all the way through my education, knowing that there was something different with the way I learned. Couldn't really read that fast. But went through the education system. Someone said to me, English teacher at the time I think, I'm dyslexic. She said, And then she did in her defense, give one of my papers to a Special Needs Advisor, as it was called in the day, and they said, no, he's not dyslexic -he's just thinking ahead of his writing. So at that point, I thought, well, I guess I mustn't be dyslexic, I just, you know, not really as intelligent as what I'd like to be. But I did make it work through the university. And I was, I was actually I finished my university degree when I was diagnosed, doing a presentation and making so many spelling mistakes when I was writing on a on a board, that was somebody that specialized in it and said, you need to get yourself tested because you've got all the characteristics. So I've got myself tested, and was dyslexic. And at the same time, I was President of the Student Union. And we, as a student movement, were involved in the first real kind of Disability Discrimination Act with teeth. And we were involved in the White Paper and the Green Papers. You know, that's the ascent through Parliament. I think you guys have got a very similar system. We had successes as a group, we've got Dwarfism, noted as a disability. But I did notice a few things. And there was a very keen interest to, you know, for people with physical disabilities to fund things like ramps into restaurants, and the likes of that, but there was almost an ignoring of what I would call the hidden disabilities - dyslexia, visual impairments. And I said, well, what's going to change? And the answer was nothing. And I was like, well, you're seeing all organizations need to make adjustments. You know, we're gonna kinda like push them to integrate technology into their websites to make the information accessible. And the answer was kind of like, no, no. So I decided to kind of create the technology to do what I thought was the right thing at the time. And here, I am still doing it like 20 years later.

R Rob Mineault 06:00

So yeah, I do find that interesting. And we'll sort of get into like the nuts and bolts of ReciteMe
and talk a little bit about the actual product. But I mean, what sort of differentiates you to me is

and talk a little bit about the actual product. But I mean, what sort of differentiates you to me is that you've been doing it for quite a while. Like 2012 is, you know, 11 years, that's a long time to be working in this space.

R **Ross Linnett** 06:27

Yeah, well, we incorporated in 2009. But we developed the technology, probably five years before that. And it was always, it was always a bolt on to my other company, which is just a software development company. And we thought, we're gonna try and push this, we're never gonna make any money out of it, because people don't take disability seriously. And I hate saying that. Because if you go back 20 years ago, that's what it felt like. It felt like you were pushing against a closed door when you're trying to get companies to take disabilities, and inclusion seriously. And then I decided to really risk everything. And everything that I learned from my other company to put into ReciteMe and try and make it work. And we purposefully didn't patent the software. We wanted more of a mass adoption. And our earlier mission was to accelerate the uptake of accessibility technology around the world. And you can totally tell I'm an Elon Musk fan, because that was a mission statement out there, because somebody is going to recognize that. Just don't buy Twitter. Yeah, I don't think I've got enough money.

R **Rob Mineault** 07:42

Well, give it some time, you might be able to soon. We might be able to buy it in a few months. So maybe, let's talk a little bit about ReciteMe itself and just give us a little bit of a snapshot of of actually what it is. And then we'll sort of dig into maybe some of the the origins of it.

R **Ross Linnett** 08:00

Yeah, so what we are I mean, if you want to get into the technical aspects, we're plugin for websites that allows them to help enhance the functionality of websites. So a lot of websites we're playing with certain sort of changing the background colors that might help people like myself read and you know, read faster with it. Blue text and a yellow background. We created a plugin that enhanced the functionality from reading the website out aloud to doing magnification of text from having, you know, like an overlay of the background. And we will try to standardize the functions across many different websites. So if you went to a website, you were you were going to expect that the website included would have so many functions that were there to enhance, you know, inclusiveness for people with dyslexia, visual impairments, dyslexia like myself, yeah.

R **Ryan Fleury** 08:57

So just kind of touching on on that integration into websites and kind of making them more usable or functional for somebody with a disability ... and I'll just dive right in now to some of the meat of the discussion is, you know, a lot of the flak for companies similar to yours has been those of us who are blind using screen readers come across, you know, a plugin like that.

And if it's enabled, it starts hijacking our keyboard commands and we lose functionality and efficiency using our own assistive tech versus what the other companies are providing. So how do you differentiate yourself from some of the other players?

R Ross Linnett 09:46

We are simply a positive action active, so nothing is there unless you activate it. So we purposely did that we it would probably be a bit easier for us. if ReciteMe was sitting in the background and then just allowed us to store our functions. We're actually inactive until somebody clicks that toggle button. So what happened was we were we were in the market for 10 to 12 years and we coexisted very well. We coexisted very well with particularly the the blind user space - and I just need to put it there - you know, blindness runs in my family. My uncle's blind, my grandma was blind. My mother has got the gene, which is very slowly progressing. So I do see life from from two sides. Like all my cousins, my mother's side, who's got the gene, they're all They're all blind as well. So I'm not just coming at this purely from a Dyslexic side. But you started having clears, making claims that that weren't true. And you would hit WCAG standards by activating their functionality. Now, the frustration from myself, as I warned people 10 years ago, we will only ever work if we work hand in hand with people the tech that we don't provide our functionality for. Which is, which is blindness. We've always supported the fact that there's a differentiation, and we've always said, when we're kind of pitching to clients, you should be making your website accessible. This is not a replacement for websites being accessible. And then all of a sudden, the ADA act kicks in, people realize there's a legislative change, there's probably a lot of money to be made in the area. And then boom, you have different players entering the market, like 10 years after we started seeing ... and I've got my hand in my hand and like oh my god, you know, 10 years worth of work of us positioning and not having any criticism at all. You know, big websites at the time, one of our first larger clients was Tesco - was the is the third biggest supermarket in the world, not very big over your side of the world. But, I was just like, this, this is undone, like 10 years worth of work of working in partnership with organizations.

R Ryan Fleury 12:34

That was what I was saying to Rob earlier, is you know, your website talks about you have an accessibility checker, you're not making the claim that, one line of code will make, you know, everything better. You are talking about designing from the beginning and putting in the effort to make websites accessible. You know, no one tool is going to do that for anybody. So, you know, I do appreciate that side of the conversation for sure.

R Ross Linnett 13:04

Yeah, my whole position was always to instigate change and getting people thinking about accessibility. In the early days, people didn't even have a DIO, we would call it a disability inclusion officer. So we were dealing with like the head of IT. So we started seeing good penetration for the toolbar, we started seeing people realize that they needed to do something that enhanced inclusiveness. Because for myself, I never tend to carry technology on my computer. So me personally, I would always want the technology sitting on a website, because you know, I'm sitting here with three different devices, two different operating systems. So we

feel like we've stimulated the the increase of access of information for people with dyslexia, visual impairments, but there's still, you know, blindness. It's still, you know, it's a massive issue. And there's only one solution for that. And even if you get into the visual impairments, you know, WCAG compliance is the solution. And I'm glad the US has kind of, you know, there's been the Domino's case where they got some recourse and web accessibility is now linked to something which is WCAG. And I started doing some sums, I've got to admit, I think I was pretty drunk when I did it. I have a tendency to sometimes work on a Friday when I'm drunk. And I started working out roughly because we've we've worked with firms that do manual remediation, that may enhance the WCAG rating of websites. And I started working out the cost it would take to make all websites accessible the government. And the calculations are worked out it was higher than the worldwide defense budget. So I was like, you know, we're not going to get changed, because it's moving too slowly. What is the next best thing? We knew we could check WCAG and accessibility problems through software, because we were doing it anywhere but not advertising it. And we will actually be adding in some basic corrections and in Recite, so, you know, like, you know, CSS stuff, the simple stuff. So the next thing that we're trying to stimulate is making people are aware of the position that they stand with regards to how their website sits on accessibility ratings, according to WCAG, and stimulate and change for them to do something about it. Now, we're not a manual remediation company, we may or may not work with people in the future to do it. But we're trying to stimulate people being aware that this is where they sit, because I don't know if your you've got the same experience as us. But we if we speak to a large client, the best answer we get, as we know, we're not good enough. We don't know how bad we are, in a way, right? Well, here's a quick check, to tell you how bad you are guys. And here's the things you can quickly fix.

R Ryan Fleury 16:18

One, I think that's important is having that accessibility checker, you know, I remember Rob and I have worked together for over 20 years. And I remember years and years ago, probably at least 10 years or more, you know, there was a web accessibility tool called BOBBY approved. Or BOBBY, that you could plug in your URL, and it would go through and do an accessibility check and kind of show you where your errors were and what needed to be be improved. And yet, you know, I don't know, you'd have the statistics to tell us but you know, has that taken off? Are people using the accessibility checkers?

R Ross Linnett 16:57

Yeah, we only launched it February this year, and it was a very soft launch as well. And we're seeing the we are seeing the reception is very warm. Because we're, we're a trusted partner, you know, we kind of try and help guide people. And so I think it will become down the lane, a commonplace have actually given somebody some understanding where they stand, right? So the answer is probably too early to tell. But the early signs are very positive.

R Rob Mineault 17:27

It must be really frustrating in a lot of ways. You know, given that you guys have been around so long and working on this technology, and you know, helping a lot of sites implement it - to see this big, like gold rush. It's like any other to technology or anything any mainstream driven.

You know, tech is, once people start to see an opportunity, it's just a gold rush, and everybody sort of rushes in and just does whatever they can. And I think that this is part of the problem that we've seen with with the overlay technology. It's kind of been companies out there that - I don't want to call them bad actors, but they do anything that they can to sort of build their product up. And that's, you know, I guess that's in a way, that's the entrepreneurial mindset. But I think that that's where we're seeing a lot of pushback by the community. So it must be disheartening for you guys to be like, we've been working on this for so long and now all these guys are sort of coming in, and now we're getting pushed back on the technology. Which, you know, again, may or may not be really all that fair.

R Ross Linnett 18:45

Yeah, it was very disheartening. And you know, it's a lifetime work, which I probably risked everything on trying to do it. Because I thought coming from a student union background, you know, the student unions are very active in the welfare of the students in the UK and students. The student society has the second highest suicide rate in the UK. So everything was geared towards doing something of meaning that would help somebody and when I got into business, I realized how many people would sell their mothers for an extra couple of pounds. So I was like, I'm never gonna turn into one of those people. And I'm, if I'm going to do something, I'm going to do it the right way. And I'm going to be proud of who I am when I look in the mirror. And that does sound cheesy, but that is the ethos of our company. And where the miscalculation happened, I think, is that we wanted competition because that was the only way we want to increase inclusiveness to you know, an access to content for people with from these sections of society. But we didn't think forward that there would be a type of Gold Rush. That's when you start to see these these claims be put out there that that, frankly weren't true. And some of the claims in the marketing material, this is the irony of it, the marketing material was saying, you know, use our software, and it will fix everything. And then if you looked in the terms and conditions, it would say, we did not do the thing that our marketing material has said. So you sign it, you can't take them to court, because you've signed. And, yeah, it was very disheartening. But there was a big push back by the community. And a lot of the community is people that we've supported events and organizations we've sponsored over the years that are pushing back against overlays. So eight years ago, I'm kind of running kind of the 5k Dash, you know, in Atlanta. And then all of a sudden that these organizing organizations that we've been standing beside are pushing back against the technology. However, they were using the word overlay, and we've never used the word overlay. Yeah, makes makes more of a sense, like you mentioned the word plugin, you know, it's a plugin in the website that you have to activate manually. Yeah, exactly. In that position that and that, that is our technology. But a lot of this pushback, a lot of the pushback did not include our name. And I was very happy about that. Because we were very well known to these organizations for potentially over a decade, sometimes we'll get mentioned for some organizations, but a lot of organizations that did push back didn't mention us. So I felt slightly vindicated. It is kind of talking about our industry, but they weren't really including us.

R Rob Mineault 21:54

Well, it's hard. I mean, you you look at the list of of companies that are in this space, and it's growing all the time. I even think even two, three years ago, there was there was you know, 10 and now there's just scores of them.

Ryan Fleury 22:08

Yeah. And it's interesting, you know, like, just as a bit of an aside, you know, OpenAI comes up with Chat-GPT takes the world by storm. And now you do a search for Google for AI and everybody and their dog has an AI company now, right? It's like an AI Gold Rush had just started. So it's kind of a similar, similar trajectory that the overlay market took.

Rob Mineault 22:34

Yeah, it's true.

Ross Linnett 22:35

It's like Cloud as well. Everybody mentioned Cloud 10 years ago, and about 20% of the people actually use the Cloud. You know, so, we're an AI company, it's like, well, if you look into it, you're not technically an AI company.

Rob Mineault 22:53

And there really, really is an irony to everything. Because, you know, for years and years, you know, we we've been yelling about assistive technology and accessibility. And, you know, the irony is, is that, here we are, we have this this new interest in that type of technology. And it's just, it's bad. And it's getting, it's getting pushback from the community. I guess, you know, from, from what we've heard, the biggest complaints about overlay companies has kind of been twofold. It's it's been yes, on a technical level, if there's an overlay company that it's just always on, and it crashes up against people who already have screen readers, well, that's a technical problem. And you know, and that's an issue, but more so I think it's the it's this mindset, the marketing mindset behind some of these overlay companies that, that they paint accessibility compliance as something evil or something to be afraid of, and they sort of use that to sell their product. So I guess for you guys, what what sets you guys apart to us was the fact that you right there in bold print, tell people that you guys aren't about compliance. ReciteMe is about giving your users options.

Ross Linnett 24:16

And I need to point out every time we sell the toolbar, it's normally in education to the client on compliance as well. So we say, you know, you need to be compliant, you know, we are helping you with a certain percentage of, of your audience. But there's a there's a large section of the audience, which is backed by legislation, which you now need to be qualified to. And we are, we are often catalysts for people improving the client, the compliance.

Ryan Fleury 24:45

So it allows you to start that conversation on compliance, right? Like the toolbar is a step in the

direction of compliance. And, you know, we all know with the billions of websites that are out there, we will never be 100% compliant. That's impossible. But, you know, looking at recite me and others, you're really not that different than some of the functionality that's built into Microsoft Edge and their read page aloud feature, or, you know, some of the other tools that browsers are starting to include now for contrast, and so on, you know, they're not turned on by default, and neither is yours. So how can we yell and scream from the rooftops? When most of us are using a browser that has the same features built in already? not that different?

R Ross Linnett 25:40

Yeah, we've been encouraging. The thing that we always say is that, you know, organizations should take them should be responsible for their own content. So it used to frustrate me when you went to accessibility statements. And it was like, Well, if you install this browser, and you and you click this function, you might have some of the stuff that receipt does. I mean, it's quite far away from the stuff that we do. And that used to frustrate me, because it was almost like I had almost a chip on my shoulder that would you treat somebody with physical disabilities this way. So because of the disabilities are hidden, you know, you make us jump through hoops just take responsibility for your own information. So whether you do it with us, whether you develop it yourself, you should be adding features that are that enhance access to, to marginalized groups like dyslexia, that was always our stance, we, the more things that are integrated into every technology, the better. So we worked with Microsoft quite quite some years. And it wasn't long too long ago, I bumped into Hector Han, I've known actor for you works in Microsoft in the UK for well over a decade now. And we discussed potentially working together on a project. So we always, always, always encourage organizations and even the big ones to integrate, right, this sort of tech into their, into their stack. But what edge and chrome do is, there's been plugins for 15 years, you know, that that did that they just happen to put it in automatically. Now, I do think the bigger risk for the for the larger companies is the likes of you know, like the readwrite goals. Yep. Very good software, but, but the Word documents, the Excel documents, the bros, they're starting to have a lot of technology in where some people might not choose to buy, because it's a positive act by the user to buy something that might cost 250 pounds. Whereas for us, we're free to use it because the organization piece was great.

R Rob Mineault 27:56

Seeing all of these, seeing this push back against over, quote, overlay companies, what are you guys sort of doing to differentiate yourself from say, some of those other companies?

R Ross Linnett 28:10

First of all, I think if you use negative energy, you get negative energy back. And then a lot of other companies were using what you've called, you know, by threatening or scaring people, we always used to call it the comparison with the carrot and the stick. You can threaten people with the legislation, or you can encourage them and see how they can enhance access for people. And this is a percentage of the audience that you know, can't access your website. There's a study called the click away a pound, this is how much you're potentially losing, you know, install our site, software. And then we can show them through launches, how many users they've had that, that used it. And if you use our toolbar, for example, people spend longer on

the website. So we try to use a lot of positive energy, a lot of encouragement, a lot of kind of kindness. You know, you're not there, but we can help you, you know, and stay away from the threatening threat of legislation. And, you know, you could get sued, install our software, and we'll help you and all this sort of stuff. So I think we've got a better longer term strategy than the others. And equally remember, in defense of the other people that a lot of them have had a vast amount of money in injected in the companies, you know, Onfirm has raised $50 million. That's, that's a serious amount of money. And with that comes with a serious amount of external pressure. And eventually that money is probably that that there's gonna have to be your return on that money. I mean, we took some money ourselves in 2010 to keep the lights on. But we always had the understanding that this is how we operate, you know, don't get involved in the operational side of how the company positions itself. So I can see it because I remember the early days of 2010. The was the question from some venture capitals, you know, non execs on the board, should we be pushing people harder Ross, you're not getting much traction. You know, if you've got legislation, you should be telling them about the legislation, Ross, and we're like no, rather not survive, then do it the wrong way. I would rather you know, if we're going to be a successful when we're only truly a success by doing it the right way. And I put all of my money to keep ReciteMe going. It doesn't make any money. I mean, I had times when - the staff know this now -but there was five of us that were the core back in the day. And I had the stuffs wages on my credit card. Yeah, that was scary thing. That was back in the day, when the UK you had, I don't know what system you've got. But we call it POA. So, in national insurance, if somebody gets paid 100 pounds an hour, or whatever it might be, the government will take about 25% 30% or 40%. And you're supposed to pay it to them every month, back into the before they had really good systems of tax collection, you could kind of get away with not paying it for sometimes up to seven or eight months. So I hadn't told the government for about seven months. And we used to send people out with a credit card processing unit, right. So every time a guy would turn up from from the HMRC, to collect our taxes, just used to be late, like telling my mom, I'm out, and I'll be back. So I'd like to officially thank the HMRC.

R Rob Mineault 31:56

I guess looking at, you know, the big picture, I'd like to think that this sort of phase that we're in is something that will eventually gets get self corrected. A lot of these companies, the sense that I get, is that they're, they're not going to necessarily been be in it for the long haul. Because I just don't think that they can, because eventually those say, you know, those companies that maybe have questionable marketing practices, they're just, they're just going to eat themselves eventually. Because what will happen is, you know, if you say that, if you say that your product is going to say make you compliant, but actually it doesn't. And then those companies will run afoul of that legislation that they thinks are compliant. And eventually, your, your, your client base is going to dry up, the words gonna get around, and those companies are going to sort of go away. And hopefully it will leave space for, you know, companies like ReciteMe that are trying to do things properly. You know, it's I think it's all about who's who's going to have legs in the industry and who's not.

R Ryan Fleury 33:11

Well, I think, too, that the community will reward those who work with them. So, you know, if a software developer reaches out to the community that has lived experience, and engages them, and has focus groups, including them, they will be successful. Because how many times

have we yelled and screamed that we want to be included? People are developing products for people with disabilities without even consulting, that, that that group of people that they're developing for, so the more involvement we can have in development, the better a company will be?

R Ross Linnett 33:48

I would encourage now, I would I would love to work with you guys. 100%. That's our goal, make a change, you know, and you can't make a change unless people are on board. But you've got to look at the positives. We as an industry, this is the whole industry has screamed for attention for the last 20 years. And certainly when we've got attention, it's the wrong attention. Well, everything is refined over time. I'm a believer, and the industry has done very well. Sorry, the community has done very well to call out the bad actors and the false statements. And I don't know if you've noticed, there's been a lot of there's been quite a few apologies for from the organizations that have made the false claims. And I think over time, it will refine and refine and they'll hopefully realize that the right way to do it is to tell the truth. First one, tell the truth, but to work with the community itself, because everybody's aiming for the same goal is to make the world a more inclusive place. There's a great guy he's become a good friend, Mike Mike, that who runs Purple Tuesdays, and he's got a physical disability, but he's also from a student union background. So he's got a very similar experience to me. And he said, we were chatting one day, and we said, what does success look like? And he made a very, very good point, he says, success to me is when I walk through the street with my wife, and people, and he's in a wheelchair, and people don't see me, as a person with disability, I'm just another person in society. And I said, that's, that's a similar goal to me, because I'm dyslexic, it was a disadvantage most of my life. When people just see it as a facet of my learning, and it has extra skills, then, that's when I think we've achieved but we've only we only do that when everybody has bought in, right? You know, the community, the organizations, the people, the commercial companies, like myself, the legislators, everybody's bought in. So it just, it doesn't become a thing, the more that we'll have to fight, it just becomes another facet of human life.

R Rob Mineault 36:07

Right. Yeah, that's the goal.

R Ross Linnett 36:12

I'm really sounding cheesy. I don't know what it is.

R Rob Mineault 36:15

That's okay. We welcome the cheese. But I think the other part of this too, is that I don't know if it's just if it's online culture, it's its internet culture, it's just, you know, people love picking up, you know, their pitchforks and torches and storming the castle. Without really, you know, giving, giving people or companies or organizations to space to, you know, what make mistakes. We all do it, you know, or certainly a company that is, you know, has implemented something, and maybe they did screw up, maybe they did it wrong. And they get a little bit of

pushback, nothing wrong with that, like suggestions. But they certainly don't necessarily always deserve to be burned to the ground or, you know, be painted as bad actors. So you want to be fair and balanced. And you want to give people the benefit of the doubt and open dialogues. I mean, this is this is important. And this is part of the reason why, you know, we wanted to have you on and talk about this is because at the end of the day, it's all about people, and it's all about wanting to provide something that's going to be of great value to any given community.

R Ross Linnett 37:35

Absolutely. And I really appreciate you inviting me on, because this is almost the start of the rebalancing. When Michael did tell us about it I did say, this is a hit job. I told him the story of how I was in the president, the Student Union and I had the local news wanting to talk to me about alcohol proliferation in the student community. And then the it was a hit job because student unions sell cheap beer. So I'm glad you know, you guys haven't been ganging up on me and with your pitchforks.

R Ryan Fleury 38:16

No. And I hope you don't feel that way. I'm glad we had you on and I'm glad you were able to accommodate us.

R Rob Mineault 38:22

Oh, thank you very much. For those people who want to learn more about ReciteMe, where can they find you guys online?

R Ross Linnett 38:28

Just go to www.reciteme.com and you will find our website.

R Rob Mineault 38:33

Perfect. And actually, you know what I'm gonna link there, you guys did a really great a blog article that actually was sort of responsible for for inviting you guys on that. I really enjoyed it. So I'm gonna link that as well in the show notes, so I encourage everybody to go read that. Go check out ReciteMe. And yeah, we want to thank you very much for for coming in.

R Ross Linnett 38:58

Guys, thanks so much for your time. I really appreciate it.

R Ryan Fleury 39:01

Thanks so much, Ross.

R Rob Mineault 39:03

Well, so there you go.

R Ryan Fleury 39:05

It was a conversation about the industry about recite me and as I mentioned earlier, differentiating them from other organizations.

R Rob Mineault 39:14

Well, you know, it's funny, because I remember years and years ago, there was a - I don't know if these guys are still around but Speak Aloud. They were they were sort of in this sort of in browser Speak Aloud. Maybe it was Browsealoud or Readaloud or something. There were plugins long ago that built in was kind of a built in screen reader. And at the time, and nobody was pushing back against that

R Ryan Fleury 39:49

You're right. And the push back I think all came from the claim that that this one line of code will make you compliant.

R Rob Mineault 39:59

Yeah, so I mean, really this, this pushback has been fairly recently. And I think that again, it's just a few major players that that went in gangbusters and kind of ruined it for everybody. But the fact that ReciteMe has been around for so long, I think is an important distinction. And the fact that it was, you know, it was founded by somebody who had lived experience with a learning disability. Yeah, we have to be fair and balanced about these things that we need to hear both sides, because you just can't paint all companies with the same brush. I don't know. It's tough. It's hard, man. Because you do you want to be supportive, but you also want to be fair. And I think that the way to do that a lot of times is just how to just talk to people.

R Ryan Fleury 40:51

Well reach out and get involved. You know, if you've got, you really want your voice heard, reach out to the organization you have issues with and see how you can help them.

R Rob Mineault 41:02

Because it is easy to pile on a really, it doesn't really take any effort and let's be honest, feels

good to have the moral high ground. After talking to Ross, like, you know, you do you get a sense of okay, well, this is just, there's just people, there are people and they're doing their best, and they really are trying, and you know, you gotta give them credit for that.

R Ryan Fleury 41:23

Yeah, like I said, you know, in our conversation, Microsoft Edge has a read aloud thing right there too, right is tab two, it hit enter, and it'll start reading your website to you. So yeah, it's not on by default, it's not hurting anything, ReciteMe is not on by default. It's not hurting anything. So, you know, you got the option to turn it on.

R Rob Mineault 41:43

Well, and I think that what's important to mention is that, yes, you scream your technology that can be problematic, because you've got two things that are working against each other. But as long as it's not on by default, you have to remember that those overlays are also providing a lot of utility to a lot of other people who have other disabilities, that which is a much larger market. Like to be the being able to, like change the, you know, the contrast, or, you know, increase the, the font size and all that stuff on the fly for a lot of people that is really valuable. So, you know, you kind of you kind of got to give that space as well. Got to be fair and balanced.

R Ryan Fleury 42:33

That's right.

R Rob Mineault 42:34

Which is our motto. It's not our motto.

R Ryan Fleury 42:37

Maybe it should be

R Rob Mineault 42:38

No, no

R Ryan Fleury 42:41

We're not fair and balanced?

Rob Mineault 42:42

I don't know what our motto would be. Drink your Malk. Are we going anything else?

Ryan Fleury 42:55

Nope. I gotta go to work soon.

Rob Mineault 42:57

All right, well, let's get the heck out of here then.

Ryan Fleury 42:59

Alrighty. Hey Rob.

Rob Mineault 43:01

Oh, switching it up. Oh, I like this. Okay, let me see. I don't even know what my line is. Yeah, Ryan?

Ryan Fleury 43:08

where can people find us?

Rob Mineault 43:11

They can find us online at www.atbanter.com

Ryan Fleury 43:17

That's right. They can also send us an email at cowbell@better.com

Rob Mineault 43:18

Yeah, I don't think in seven years I've ever actually had to do the website. Felt weird. You can also find us on social media, they can find us on Instagram, and Facebook and don't bother looking for us on X because we're just done with that. Like Forget it. X is over.

Ryan Fleury 43:50

Yeah. And that's all she wrote.

Yeah. And that's all she wrote.

R   Rob Mineault   43:54

Now you have to say that's gonna do it for us...

R   Ryan Fleury   44:01

Yeah. All right. Well, that's gonna about do it for us this week. Thank you everybody for listening. And we'll see you next week.