Recite me

Believing in Accessibility for All

Contents

Recite Me is a cloud-based web accessibility assistive toolbar solution that allows website visitors to customise a site in a way that works best for them.

Approximately one billion people globally have a disability and they can often face barriers when visiting inaccessible websites that prevent them from taking an active part in life.

Recite Me's innovative assistive technology makes websites accessible and inclusive through a unique range of features. This easy to use, award-winning software includes text to speech functionality, fully customisable styling features, reading aids and a translation tool with over 100 languages, including 35 text to speech voices and many other features.

This innovative software benefits millions of people who currently miss out on online and mobile content; Recite works across all devices, giving everyone the opportunity to use the internet in the way that it is intended.

CEO's Story

Athlete, Entrepreneur, Dyslexic

As a sprinter with dreams of Olympic glory, Ross always found ways to push himself to the absolute limit to gain a competitive edge and ensure his acceptance and inclusion in the racing world.

Finding out he was dyslexic at University did not stop Ross in creating that winning edge to drive himself forward in business. One thing that Ross did notice was his particularly disadvantage online, with little resources to overcome his exclusion. It was at this pivotal moment that the idea for Recite Me was born.

The next few years were a blur of hard work, building a winning team, refining our product and shaping the mission that would see over 500 global organisations deploy our tools.

Fast forward to 2020 and Ross continues to drive our innovation with the same guiding belief in Accessibility for all.

Believing in Accessibility for All

Supporting Millions Online

We strive to support as many people as we can online one website at a time.

Over 10 Million

Accessible Pages Viewed

Over 2 Million

Toolbar Launches

50.3 Million

Features Used

21.5 Million

Translations Made

24.6 Million

Content Read Aloud

3.2 Million

Custom Styling Changes

Believing in Accessibility for All

YOUR LONDON AIRPORT
Gatwick

"Gatwick Airport aims to be the UK's most accessible airport, giving everybody an equal opportunity to fly, and as part of this, it is also important for us to make our website easy to use for as many people as possible.

"The Recite Me assistive toolbar provides a great technology-based solution for us. Not only can our site be translated into hundreds of different languages, but we are also able to offer a screen reader function and a range of other accessibility tools that help make it easier for all of our passengers to access the information they need to enjoy the best journey possible through Gatwick. "

Mandie Armstrong,
Digital Communications Manager,
Gatwick Airport

Believing in Accessibility for All

Who needs support online ?

20% people in the UK have some for disability, meaning that they can find accessing online content challenging.

15% Of UK residents are Neurodiverse

2 Million of people in the UK have a visual impairment

15% of the UK population have a learning difficult

10% Of the UK don't speak English as their first language

11.8 Million UK residents are aged 65 years and over

"

A common difficulty for dyspraxics is reading and processing information on a screen. The amount of information presented can easily overwhelm them and because of sensory processing issues they may also experience high levels of visual stress.

These challenges can be made worse by digital and online communications being inaccessible. This leads to barriers which can stop someone with dyspraxia and other neurodiverse conditions from flourishing.

My name is Daniel Cobb
and **I am Dyspraxic**

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How will Recite me help my business?

Allow everyone the opportunity to use your website in the way that it is intended.

The Right Thing To Do
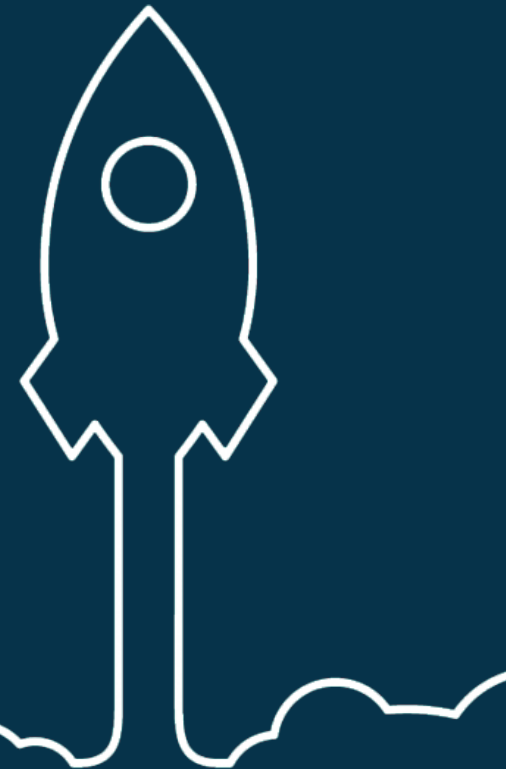Everyone should have the opportunity to be able to access online content.

The Smart Thing To Do
Open up your business to a wider audience and enhance a user's journey and experience of your website.

Something I Must Do
Avoid negative customer sentiment and possible lawsuits by providing an inclusive experience online.

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Understanding legal compliance

You can make a website that technically passes all accessibility tests but that still is terribly difficult for a person to use

Web Content Accessibility Guidelines (WCAG)
International standards that define how to make web content more accessible to people with disabilities.

Equality Act 2010
UK service providers have an obligation to make reasonable adjustments to the way they provide their service.

Public Sector Web Accessibility Regulations
In order to comply Public Sector websites must follow the principles of WCAG Level AA by 23 September 2020.

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Using the Recite Me Toolbar

Screen Reader & Translation

Enable people to perceive and understand your digital content by reading aloud website text, which can be downloaded to be listen to at any time.

- Screen Reader
- Translation
- MP3 Download

British Gas

Residential
For your home.

Business
For your business

Get a quote   Billing & Payments   Meters & Readings   Renewing   Moving

🏠 / Help & support / My online account / **Choose paperless bills**

Paperles

Choose paperless bills

Choose paperless billing in your online account and get email alerts when your bu you'll be helping to save a few trees.

Not a business? Go to our British Gas residential website for help.

≫ How do I choose paperless billing?

≫ Getting a paper copy of my business energy bill

≫ Can I opt out of paperless billing?

≫ Manage your bill email alerts

≫ What to do if you haven't had your bill

How do I choose paperless

Log in to your online account and follow the instructions to opt in for single or mu couple of minutes to register - have a bill to hand before you start. Please note, o

> Log in

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Styling Customization

Enable your online audience to customise your website in a way to suit their individual needs.

- Font Type
- Text Size
- Colour Options

WELCOME TO LONDON GATWICK

🔍 Search flights by number or location   e.g. BA1234 or Londo

➜ Browse all flights   ➜ Find flight

cial Gatwick Parking

ORTH   ⦾ SOUTH   Which terminal?

Exit date

📅   19 August, 2020   📅

⌄   18:00   ⌄

🔍 Find parking

Let's protect each other

Wear a face covering   Wash your hands regularly
Maintain social distancing   Keep your hands clean on the go

COVID-19 travel information

Advice for flying safely

YGATWICK

joying:

ve member offers
nts and money off
test airport news
competitions

Sign up today!

Bag a saving
WORLD DUTY FREE

World Duty Free

Get £10 off when you spend £150 at World Duty Free

Save on shades

Sunglass Hut

Ray-Ban Juniors only £25 with £100 spend at Sunglass Hut

NDON AIRPORT
Gatwick

POPULAR PAGES	TRAVEL SHOP	ABOUT GATWICK
Frequently asked questions	Airport upgrades	Careers
Help & contacts	Book hotels	Community & sustaina
Shopping & eating	Book parking	Media centre
Security	Car hire	Future plans
Special assistance	Lounges	Drone safety
To & from	Book a taxi	
Newsletter sign-up		

Believing in Accessibility for All information

Reading Aids

Reading content online can be a challenge for some people. To simplify and support your website visitors Recite Me provides five main reading accessibility tools.

- Ruler
- Screen Mask
- Dictionary
- Text Only Mode
- Magnifying Glass

About Us

Diversity & Inclusion

Newcastle Tech Hub

Early Careers

You are here: DIVERSITY & INCLUSION | DISABILITY

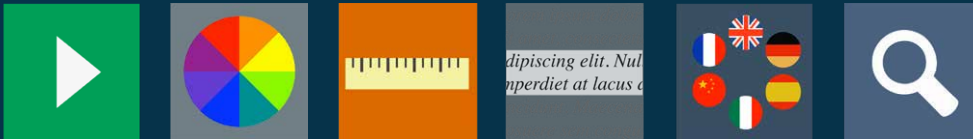## Disability

Disability confident.

GENDER

ARMED FORCES

proud to be a Disability Confident Employer – a

government scheme designed to help us play a

better.

MULTICULTURAL

Making sure we do everything we can to impro

and colleagues means working with the expert

DISABILITY

Believing in Accessibility for All Forum and Pu

everything we can do to drive change.

PDF Reader

Enable all your PDF's online to be accessible through the Recite Me Doc Reader. Read aloud, translate and customise the styling to suit peoples individual requirements.

- Screen Reader
- Style Options
- Ruler
- Screen mask
- Translation
- Magnifying Glass

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Gateshead Council

Recite me

GUIDE TO PARTN

WORKING

Implementation

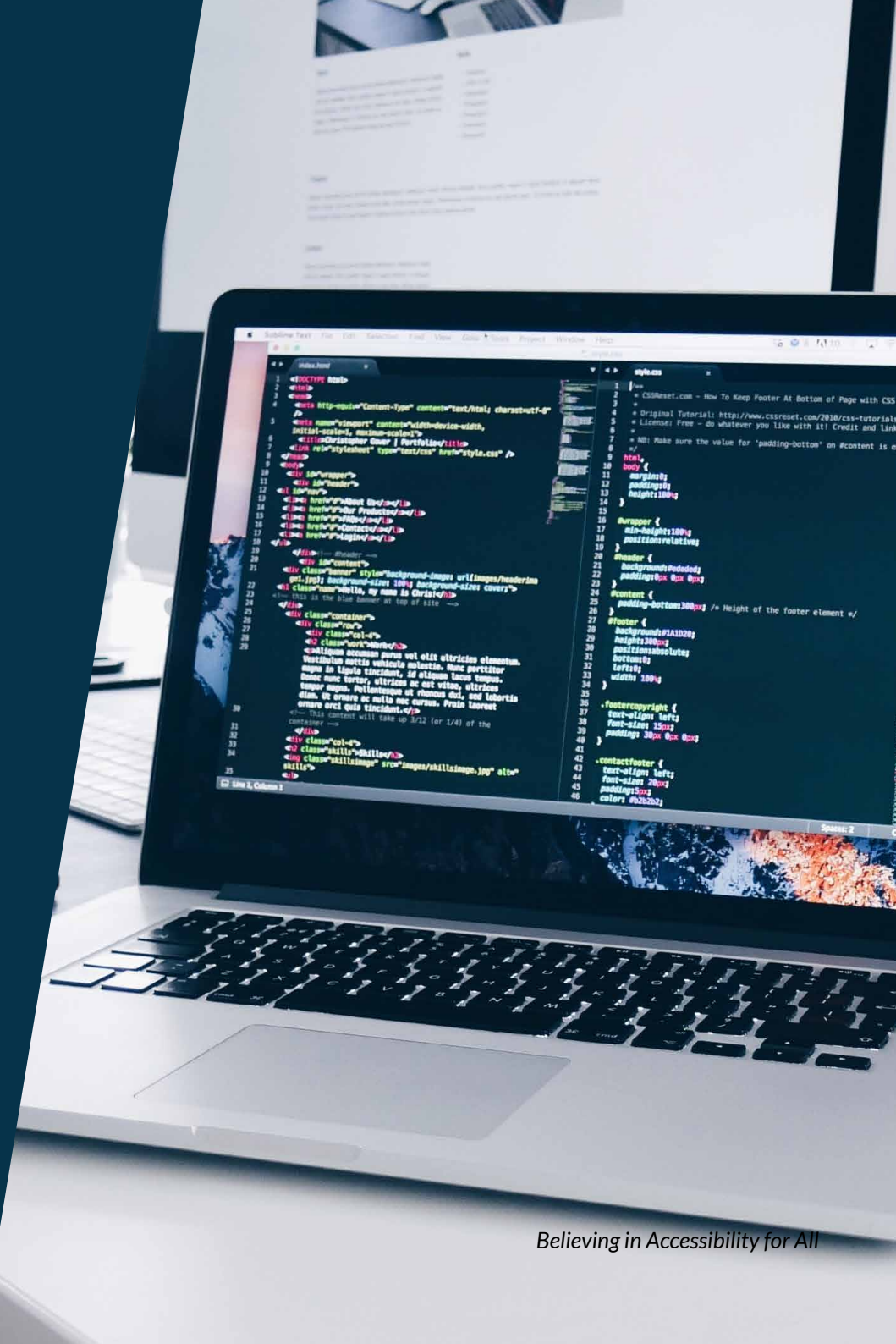## We've Done the Hard Work for You

'Cut & Paste' JavaScript Code
Deploy native to page or via container tag

Button Design & Placement
Choose from our tried & tested or create your own

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Supporting Services

The Associated Benefits of Recite Me

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Analytics

Peace of Mind Reporting

Automated Monthly Reports
Detailing the number of launches, features used and people assisted

Google Analytics Plug-in
Connect to your GA and drive more insight on how we influence the customer journey

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Marketing Support

Accessibility Worth Shouting About!

Internal Awareness
Custom resources to help raise internal awareness of your accessibility efforts

Launch Campaign
Custom social media, infographics and blog posts designed to amplify your accessibility success

Accessibility Calendar Events
Accessibility is a good news story with great brand optics every day of the year

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Account Manager

Peace of Mind Reporting

Named Account Manager
We're on hand to help with any query, no matter how big or small

Quarterly Reviews
An in-depth quarterly review session to discuss the people you are supporting online

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Client Success

Recite Me clients making a positive change to help people online

"The University of London is committed to providing an inclusive and accessible experience, regardless of how our audiences and stakeholders wish to engage with us.

"Recite Me is an excellent way for us to be able to provide additional online tools and services for those visiting our website and increase the level of accessibility quickly and easily."

Mark Harrison
Head of Inclusion
University of London

Gatwick Airport aims to be the UK's most accessible airport, giving everybody an equal opportunity to fly,

"The Recite Me provides a great technology-based solution for us. Not only can our site be translated into hundreds of different languages, but we are also able to offer a screen reader function and a range of other accessibility tools that help make it easier for all of our passengers.

Mandie Armstrong
Digital Communications Manager
Gatwick Airport

"We're delighted to be able to introduce Recite Me to the official Everton website. It is important that we have tools like this, that reflect the diversity of our fanbase,

"At Everton we are always looking at innovative ways in which we can make the Club more accessible and inclusive for supporters and implementing the Recite Me tool is another step in the right direction on this journey."

Rachael Lomax
Access Advisor
Everton Football Club

"The Prince's Trust is committed to providing a website that is accessible to the widest possible audience, regardless of technology or ability.

"Recite Me makes our content more easy to use with reading and translation support. "It's an essential part of our efforts to ensure the website conforms to web content accessibility standards."

Rebecca Buchanan
Digital Marketing Manager
The Prince's Trust

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