



Believing in Accessibility for All



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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.



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



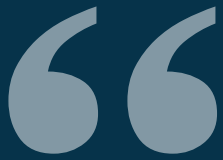
24.6 Million

Content Read Aloud



3.2 Million

Custom Styling Changes



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**



Who needs support online ?

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



15% Of UK residents are Neurodiverse



2 Million people in the UK have a visual impairment



1.5 Million people in the UK have a learning disability



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**



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.



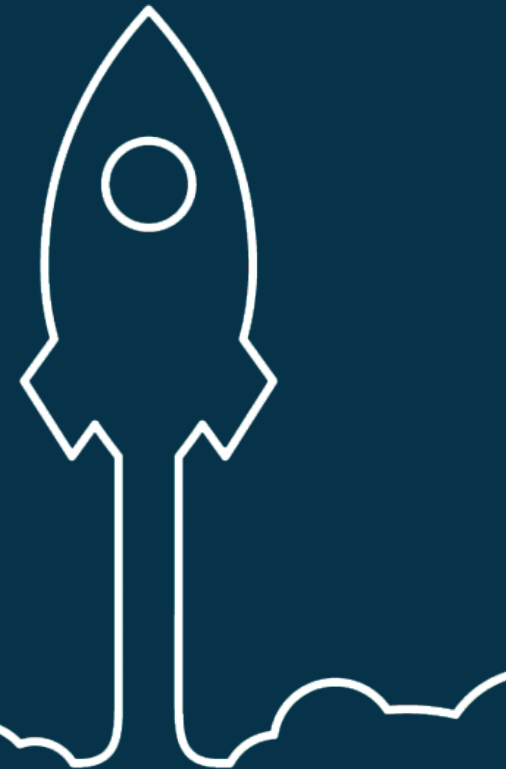
The Smart Thing To Do

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.



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.



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



Paperless

Choose paperless bills

Choose paperless billing in your online account and get email alerts when your bill is due. 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 multiple bills. It takes a couple of minutes to [register](#) - have a bill to hand before you start. Please note, or

> 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

e.g. BA1234 or London Heathrow
→ Browse all flights → Find flight

Special Gatwick Parking

NORTH 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

WELCOME TO LONDON GATWICK

enjoying:
Exclusive member offers
Savings and money off
Latest airport news
Special competitions
Sign up today!

World Duty Free
Bag a saving

World Duty Free

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

Save on shades
Sunglass Hut

Sunglass Hut

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

LONDON AIRPORT Gatwick

POPULAR PAGES

- Frequently asked questions
- Help & contacts
- Shopping & eating
- Security
- Special assistance
- To & from
- Newsletter sign-up

TRAVEL SHOP

- Airport upgrades
- Book hotels
- Book parking
- Car hire
- Lounges
- Book a taxi

ABOUT GATWICK

- Careers
- Information
- Community & sustainability
- Media centre
- Future plans
- Drone safety

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



Disability confident.

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 improve and colleagues means working with the expert

DISABILITY

Believing in Accessibility for All

Forum and Panel 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



Client Success

Recite Me clients making a positive change to help people online



Prince's Trust

"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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