

FOR IMMEDIATE RELEASE:

Symbol-It app shifts to new format

Fort Worth, TX - February, 2021 - SymbolSpeak LLC announced that Symbol-It™, their revolutionary speech-to-symbol translation app, will combine the Standard and Pro versions into a single streamlined format for greater ease of accessibility. The new model will also drop the subscription in favor of a one-time purchase of \$99.99, which is less than the old yearly subscription. Existing monthly and yearly subscribers will be credited for their purchase.

After releasing the updated Symbol-It version last year, SymbolSpeak's developers assessed the needs of the user base and desired to streamline their old format into one that better adapts to user needs. For instance, the new format will bring solutions to a number of barriers that hindered professionals from utilizing Symbol-It within their organization.

"The [new model] will allow agencies, school districts, and organizations to purchase Symbol-It," said SymbolSpeak founder and CEO Deann O'Lenick, "even those who use an app management system."

With the new shift, Symbol-It also will become available as a bulk purchase for all users eligible for Apple's Bulk Purchase option.

Subscribers of the old Standard version will find added features from the Pro version available in the new format. Most notably, every Symbol-It user will be able to switch between all of the licensed symbol systems, which was previously available only for the Pro version. The new and simplified format will also allow families to use Apple's Family Sharing feature. Families undergoing device trials will find this feature particularly helpful.

"Once the program is downloaded, all the symbol systems represented will be available for the lifetime of the app," O'Lenick confirmed.

This change especially will benefit Symbol-It Standard subscribers who used the PCS symbol system, as its licensing will not continue. Users will be automatically transitioned to another robust symbol system with the option to change and experiment with the other symbol systems thanks to the aforementioned feature.

All of these new changes will help SymbolSpeak put Symbol-It's symbol translation and language immersion in the hands of those who need it most.

###

About SymbolSpeak: SymbolSpeak was founded by Deann O'Lenick, PHD, CCC/SLP, MBA. With over 30 years of experience as a speech language pathologist, O'Lenick was part of the research study which developed the theory of Dual-Symbol Immersion (O'Lenick and Treveno, 2021) and continues to educate therapists through continuing education while providing regular sessions with patients.

<https://symbolspeak.co/press>