

## **Explorable | Season Two, Episode Fifteen: Transcript of interview with Troy Otilio and Kyle Kozlowski**

### **Josh Loebner:**

Hey guys, welcome to another episode of Explorable, the podcast from a business-to-business standpoint that connects accessible travel, disability, brands, businesses, and destinations all across the country and beyond. I'm Josh Loebner, co-host, and I'd like to say hi to our other co-host, Toby Willis. How are you doing, Toby?

### **Toby Willis:**

Hey, Josh. I'm doing well. And I couldn't be more excited to have our guest on today. I am an avid fan and daily user of this product. So, Josh, why don't you introduce Troy Otilio?

### **Josh Loebner:**

Definitely. That sounds great. And I first connected with Troy at the initial TravAbility Summit back in 2019, and we've not had the chance to reconnect until now. So, it's so exciting. The company, the brand, the business has been making amazing strides and as a blind person, myself, I'm excited to learn more, and make sure that I can use this product in so many different places. So, everyone, we've got Troy Otilio. He is the CEO of Aira. And we also have Kyle Kozlowski, he is an Agent Hiring Manager. Welcome to you both.

### **Troy Otilio:**

Thanks for having us. Hey, this is Troy. It's really great to be on this podcast, Explorable, and I'm really enthused about what you guys are doing and the whole concept. I think travel intersects well with Aira because as we'll discuss, it frankly was the very first use case that really made Aira popular and innovative in that was an airport. But I'm looking forward to talking about Aira today and everyone else out there, hello from Troy.

### **Toby Willis:**

Hey Troy. Before we jump into the questions, I'd like to bring Kyle into the conversation.

### **Kyle Kozlowski:**

Yeah. So, hello everybody. My name's Kyle, I've been with Aira now for quite some time, I think four years or something around that time span. But I've had the privilege of actually working firsthand with explorers as an agent. So, I really know that position and the interaction and what explorers are looking for really well. So, I'm excited to be here and assist where I can.

### **Toby Willis:**

Thanks for that, Kyle. Glad to have you both here. And before we dive in to Aira, Troy, I'd like to just hear from you, your background, you have such a rich resume of experience in tech and startups. And can you tell us more about your background and what led you to Aira?

### **Troy Otilio:**

Sure. Yeah, I'm happy to. I think I've been blessed in my life. I've had a lot of exciting experience. One thing to know, I actually grew up in Silicon Valley, which is unusual because that's where I started my career as well. My dad was a modest, like, a researcher, chemist. My mom was a schoolteacher and I got to see Silicon Valley turn from orchards to what it is today,

but it's where I got interested in computers and software and went to Cal Poly, got a computer science degree. I'm ready to go and I ended up back in Silicon Valley because that's where my parents were. And I decided that I wanted to work in a startup because it just sounded exciting, like a new company trying new things. And that's been my core ever since. I went through two or three or four startups, not all successful, document them, but the one that really, I think was the most innovative at the time was a Rebbe. That was a company that I got in very early and when I left and there were 2,500 employees and doing some fantastic stuff with the then new concept of the internet. So, I got to live through the pre-internet and the B2B hype and met a lot of great people, a lot of great engineers and leaders. And in fact, just those little side note, one of the engineers working at Aira today as someone I met back at Rebbe. So, I like to keep the best folks I've met, and I try and keep them close. Ultimately left to move down to San Diego and took a job with Intuit. And we all know Intuit because they do a lot of our taxes and manage our businesses like QuickBooks. In fact, Intuit surprise, surprise is an Aira access partner. So, all things run together, but I got a chance to bring some of the innovation and passion I learned from the startups and led Intuit to migrate from basically hosting their own data centers to what we now know more commonly as AWS in the public cloud. And that was a great journey and learned a lot about security and trust, which I've brought to Aira because we really are one of the biggest brand assets, one of the reasons we hear from users, why they want to use Aira is they trust Aira with their information and that's part of the DNA that we built in there. But here in San Diego, I worked for about 10 years Intuit, but that's when I met Suman Kanuganti, who as we know, or you may know, is the founder, really the visionary that inspired Aira. And then together, we grew the company and raised money from venture capitalists who helped build what we have today. So, my journey has really been about leveraging my understanding of technology, but ultimately growing into leadership. And frankly I'm using all those skills and more at Aira. This is the most interesting job and the most interesting product and the most meaningful product that I've ever worked on. As an example, imagine the dinner table, I have three daughters. Most of the time when I come home from work and they'd asked me politely like, "Hey dad, what happened at work today?" And I'd get about three sentences in and I can see they weren't really listening. They're being very polite. That all changed when I started working at Aira. They really wanted to hear about it and some of them even interned or worked at Aira, so they really connected with it. And I think that leads to a fact that we're in a great period of time right now where there's an increased passion and awareness for all things related to disabilities, disability inclusion, and how you can leverage technology and solutions to improve the lives of everyone.

**Toby Willis:**

Yeah. Nothing like the kiddo-meter to check your priorities about with what you're spending your time on. You mentioned a couple things that really resonated with me, which was brand and trust. Kyle can speak to this firsthand. You really do have a window into the daily lives of us users. And you're seeing our bank statements and you're seeing our 401ks, and I think it's really important to highlight that brand value that is delivered. And through that trust and consumer loyalty is a really good metric.

**Kyle Kozlowski:**

Even working with trust, it's one of those things, all those things that you said all the finances, letting us as agents into your home, then you get to things of medical in nature, any diagnosis, test results, lab results as well as the first one that was surprising to me was pregnancy tests. Being able to actually read that test, but also remain objective. I don't know if this is something they've been working a long time for to get pregnant or not. So it's one of those you got to just remain objective, and then you can include some personality once they give you the AOK to.

**Toby Willis:**

Well, let's bring this back to travel. And before we dive into the product, which I want to learn more about, let's talk about some of the problems and barriers that Aira users face in the travel life cycle.

**Troy Otilio:**

Yeah. And as I mentioned, we started Aira with a hypothesis that the solution we have would be beneficial to people with blind or visually impaired thinking that navigation was the primary experience. We did a lot of listening, a lot of trials, and we did find that it has more usage, but initially it was focused on navigation and where we saw the greatest benefit, as described by our users and it became evident as you looked at the video, or you just examined what was happening in the airport. So, if you think about an airport, it's a time constrained environment, it's a chaotic environment. And as we know, the state of art often for airports to facilitate folks from the entrance to the gate is to put them in a wheelchair, which can be demeaning and it's not the same experience that you really want. You want the experience of doing it yourself and you want to be able to stop and grab a drink, and you don't want to be dependent on someone else to push you around. I don't know if it's a solution, but it's what the state of the art was. What we found is all of a sudden, our users were able to go through the airport—and we call our users explorers, so I'll use it interchangeably. Explorers is an Aira user—They're now able to get through. And so, if you look at that experience, what are the barriers? One is confidence. "Am I confident that once I get to the airport, I'm going to get to the gate? By the way, if my plane is delayed or I need to change case, am I confident I'm going to be able to adapt?" We do a lot with planning. And it's not just about the airport experience and I'm going to widen it. Cost is another one. And if you can't plan in advance, and if you can't look a lot of sites, not all sites are accessible, you're effectively taken on more cost because you're maybe waiting the last minute, you're waiting till someone else can facilitate the interaction if you get to an accessible site. So cost is another one.

**Toby Willis:**

Yeah. I call that disability tax.

**Troy Otilio:**

Disability tax, just transit time. You can't be fully independent if you have to then depend on others, or if you're not able to drive, let's say, and now you're taking public transit that takes a lot more coordination. Now you're talking about transit time. That's another call it a tax, if you will. We hear a lot from people about safety. Like, "Hey, I'm going into an unknown environment." And especially if I'm going to be on my own, what are the safety concerns because I want to know what's in the environment. I want to know where to go, what streets, what directions look safe, which ones don't. Independence varies. So, there's a bunch of barriers that are presented that Aira can help overcome. And because of that, airport travel and now just travel in general is just much more achievable. Kyle, what would you say when you think about some of the barriers that you've seen firsthand?

**Kyle Kozlowski:**

I would say firsthand is in that planning stage. It's a lot of the airline websites and you're trying to choose your dates to, and from, for travel, sometimes those are dropdown calendars or something that is not accessible. And you also have, on some of the airlines, you get to choose your airline seat. And oftentimes those are not accessible. And then because of that, you have a delay of either waiting for a sighted person to assist you, or you have the time it's going to take

to call into the airline and wait to speak to somebody if there's a wait or something like that before you actually get your end result. So, let's say even in planning right away, we see that right off the bat. Especially nowadays with COVID, we've had a lot of explorers needing to rebook or cancel their flights just due to the current COVID conditions of where they were traveling to or from. So, helping them fill out an online change request form so they didn't have to spend that time talking to that representative, but can do it on their own time since that is accessible 24 seven through the website. We have not only the planning and you're talking about transit time, like, yes, nowadays we are blessed to have ride share options, Uber, Lyft and the like, but even then, you have to look at the cost of how much you're going to be using those services and the planning phase. Do you want to choose a hotel that's closer to your locations for walkability? If you choose a hotel that might have a transit bus that takes you from the airport to that hotel, and it just keeps on adding and building and building, and it can be a pretty heavy tax by the end.

**Toby Willis:**

Yeah. One of my favorite stories about using Aira, I traveled to London a great deal for work and navigating from my hotel to Kings Cross Station to catch the train out to Heathrow. I got a bit turned around and if I didn't catch that next train, I was going to miss my flight. So, I just dialed up Aira. The agent's able to see a blue dot on a map. They can see through my camera, what's in front of me. The agent guided me right to the train station. And maybe I could have figured it out on my own, but just as likely I would've missed that train in doing so. So just getting around a new city, discovering what's in my hotel room, adjusting the thermostat. And one of my favorites is coffee or decaf. That's huge for me. It's the little things in life, but it really... But you touched on something about with the website accessibility, because I have a background in an engineering. You're saving company call center costs. You're supporting those flight changes, you're supporting tasks that customers might call in, which is a pretty heavy cost to a company when folks dial in. So, it's sort of a win-win-win.

**Troy Otilio:**

Yeah. In fact, it's not a transit thing yet, but we have a lot of entities, a lot of businesses who are choosing to add Aira as an additional layer of accessibility. So, as I point out, we're not a safety device, we don't replace the guide dog or the cane and we don't replace native website accessibility, but when a website does have a flaw and let's face it there, it's code, it's going to have a flaw. It's the nature of software. It's great to know that you have a fallback to overcome that. So, for example, Intuit, which has great accessibility, if you're a QuickBooks user and you get stuck, you get to call in through Aira through what we call promotion, and that call is free. QuickBooks sponsors that call. We all know JAWS, right? Like JAWS is the most popular screen reader for Windows. It's the way you access a site or even documents on a PC. And JAWS has an offer that if JAWS itself runs into a problem, you can call Aira and talk about that. It's not necessarily related to travel, but it's an example of how businesses are starting to leverage Aira as an additional layer of what you might call support or accessibility. And then in addition, they get back the information that tells them precisely where those flaws are. So now they're not hunting for the needle in the haystack, or they're not spending a lot of time to hunt down the details. They're knowing exactly the frequency and the impact of where they're inaccessible. Ultimately though, as it relates to travel, as we look at more travel-oriented businesses and organizations looking to attract a more diverse group of travelers, or just generally support the use case, Aira becomes one of those tools that you can use. And by the way, one reason I hear from my business customers why they love Aira, there is no training. There is no implementation. There is no nothing physically to deploy it. Starbucks just launched across the U.S. all their corporate stores, all their licensee stores, any place you see the

Starbucks logo now, you can get free Aira. And one of the things you can hear from Starbucks on is that they did this again without having to implement anything. Now they did a great job, and they do a great job with accessibility overall, but they even added to that braille and other forms of support for this community. But for them, deploying Aira was as simple as providing us a list of their locations and we took care of the rest. And so, as any transit or any destination looks to extend that welcome mat, if you will, Aira's an easy choice.

**Josh Loebner:**

On that note, let's just take a quick step back. And this is an interesting point. It's about the name, everybody who's been listening, who may not be familiar with Aira, you might be wondering who is Aira or what does Aira stand for? And it's actually an acronym, but it's an acronym that connects technology and human insights. And well, we all see technology as a wonderful component to providing certain levels of solutions. We also see the human component. Troy, you mentioned taking care, right? And care is essential to what Aira does. And really when you take care, that's a human component. So, I'd love to hear a little bit more about how there's this wonderful balance of technology and the human portion of Aira. And of course, within all that, what does Aira stand for?

**Troy Otilio:**

Aira stands for simply Artificial Intelligence Remote Assistance. The A is silent by the way, when you read it, it's like you're maybe stumbling. I try and pronounce it, but just forget the A when you're pronouncing. It's Aira, Aira. Proud of the fact that we're basically allowing two humans to connect in a very convenient, quick, safe manner. And what's really core to our experience is that agent who's on the other end and Kyle's going to go on here in a minute and talk more about how we find trained and developed agents. But what our customers tell us, what our explorers tell us the most is that is our product. Our product is that human, that agent on the other end and their abilities. And while we love AI and we use AI to augment the experience, I still think we'd all agree that we're still in the stage of technology where it is great to be able to ask Alexa or other AI basic questions, but it's not where you would go to, to get the rich, descriptive information, to get the insights and to get complex questions answered.

**Kyle Kozlowski:**

Yeah. I was going to say, even with that connection of the human to human, it allows you to instantly troubleshoot. So, you don't have to go back and re-ask the same question a different way. Or if you're calling into a typical customer service type line, you don't have to go back for menu prompts and press a different letter, press a different number in order to get down that right path or avenue. Especially when it comes to computer related work if comes up, the agent can see it firsthand. Navigation. If you're walking around a new city exploring, there might be some construction. So, we're able then to quickly adapt and reroute to get that explorer where they're needing to go. It's just that instantaneous connection and troubleshooting and also those nuances. Sometimes questions are not always black and white. You have to really dig in and see what the true meaning or where the end goal is.

**Josh Loebner:**

And then real quick as a followup question to that human component, to that individual who is with Aira, who's helping out that explorer, who's using the app, who are those people that work for Aira? Can they just be anywhere in the globe? Are they oftentimes in a similar or close proximity to that location? Can you unpack a little bit more about who the people are at Aira that help the explorers and that support the explorers?

**Kyle Kozlowski:**

So, all of our agents are U.S. citizens mostly based in the United States, as we do start to expand globally. We are also looking into different avenues and options in that realm, but right now, really agents are made up of anyone who is a great problem solver, empathetic, and willing to go above and beyond to get the job done. So, we have people who are substitute teachers, people who are going to school for their doctorate, stay at home moms. We have other engineers who just want to do this in their downtime or trying to learn how to code. And this is a nice filler. Really all backgrounds. Really, it's anyone who has that ability to connect and provide stellar customer service.

**Josh Loebner:**

And then one last follow up question to all of that, is Aira 24/7? So for example, if it's 2:00 AM and I opened a medicine cabinet, and I need to find out what's the appropriate medicine to take, could Aira be there to help me at that early morning hour?

**Kyle Kozlowski:**

100%. Agents are available 24/7, 365. Whenever you need it, we're here.

**Troy Otilio:**

As you probably know as a user, but for those who don't, we are actually providing service across the globe right now in New Zealand, Australia, the UK, Canada, and the U.S. which goes to show a little bit about the technology. Even though it's not far away, our technology is fast enough that there is no issue with latency. And now you can see for other reasons too, why we're 24/7 because we're serving the planet and it's our intention to grow beyond those regions. But that's where we are today. And we also have a goal, and we consistently meet answering a call within a certain period of time. So, it's always about instant, available, trusted, empathetic agents who have been screened, background checked and trained. And that's a part of our secret sauce on how we deliver the best we can to meet the needs of those who have such a variety. The variety of calls we get is just really almost anything you can think of and that leads to so many conversations.

**Toby Willis:**

I'm that guy that's like calling in about a jobs issue and then five minutes later calling back to get help with my sourdough starter because my scale isn't talking or whatever. So Troy, you mentioned a few brands there. I'm just wondering if you have other travel partners or destinations that you'd like to talk about who have partnered with Aira.

**Troy Otilio:**

I'll just start with the easy one. It's easy to talk about is transportation, not necessarily a destination, but what we're talking about is getting you from point A to point B and it's where we started. And I'm just going to name a few because we have over 55 different transportation partners. These are places that as an explorer, you can go and have essentially unlimited Aira during your experience. And that includes Houston Metro is a very pioneering transit authority. So anywhere in Houston, you want to get on the bus or subway. Milwaukee county. So, the county of Milwaukee, any transportation in Milwaukee is provided by that county. Gosh, airports, all the big ones. You got LAX, Dallas Love Field. You've got smaller ports like Sonoma, LaGuardia, Austin, Spokane. Yeah. There's just too many. I'm scrolling down this very long list. Now, when you thought about education is another place. And education is a destination, let's

face it. When we think of travel, as a father, I've visited a lot of different places to check out colleges and I go back to the ones where my daughters were at. And so, education is really important. And because of COVID and just in general, we've seen a huge uptake of Aira for students, staff, and location. So that's everything from Ball state, Wichita state, UC Irvine, University of Wisconsin. Again, I'm reading down this list. We're finding a lot of value or I would say those universities find a lot of value across a multitude of use cases, either online learning from home or social distancing on the campus, or in many cases, their staff on campuses, who are blind or low vision and find value in Aira. And I think about other organizations, there's certainly plenty of organizations, whether it's nonprofit or otherwise who are directly focused on serving people in this community. So, we're talking lighthouses, NFB, we're talking Vision Forward, we're talking APH, Dallas Lighthouse, Guide Dogs for the Blind, Miami Lighthouse, DNIB up in Canada. Those are all Aira access partners. Destinations include cities we've had and also, we have today different, city of Houston, Sedgwick county and we're in talks with a couple others and I can't wait to talk about soon. But we're starting to find cities are looking to deploy Aira, sometimes transportation only, sometimes parks and different recreation destinations. And they're doing that as another service to provide their citizens, but also to make their city more welcoming and do something that frankly, when you get down to the cost of this, it's not going to break the bank. It's not a infrastructure project. It's simply turning on some fences and supporting that service. When I get down to employers are adopting Aira and this also much like universities, they're finding that either because their company is in a state of transition and a lot of employees are working from home where they don't have the same access to potentially some of the folks in office that they used to have before, Aira is there to help them with their online experience. And so, we have a lot of great partners. Maybe not surprisingly, the Sparrow is a access partner and they provide Aira for their employees. You've got a lot of other employers that not all of them are public, but once you're there, that accommodation is available. And I think you'll be hearing more about those as this progresses. And then you get into retail. We've got Walgreens, we've got Target. Target's a great partner. I think I like to highlight them because they started with just a subset of stores and then they found so much value. They expanded to all of their stores and then they added the online piece. Despite the great accessibility, they like knowing that if there is a problem, Aira can handle it and they can find out about it.

**Kyle Kozlowski:**

Even places like Walgreens that requires most time travel, everyone has the Walgreens nearby and it's nice that we could just... I'm there to assist an explorer if they need it to go up the street to grab a few things.

**Toby Willis:**

Yeah. And Kyle, can you tell us more about how Aira enriches that experience? Like just you mentioned Walgreens. I think about the museum project. Museums are a popular destination. And I guess a lot of folks don't think about blind and low vision people visiting museums, but I do. So, tell me from your perspective, Kyle, how Aira enriches my experience.

**Kyle Kozlowski:**

Truly, it depends on the explorer. Every Explorer has their own level of skill, confidence, interests, and what they want to do. Along with that, travel is a huge umbrella. It could be traveling around a college campus. It could be traveling in your local neighborhood. It could be traveling to a destination. I have definitely assisted in some of the more vacation calls. The first one that comes to mind is when an explorer is on a cruise and they pull into port, they want to

explore the local shops, look for those souvenirs, look for the cool little odds and ends that they want to pick up to remember their trip by. So not only am I able to help them get to that precise location that they're looking for, but also navigate through the store, check any sticker prices, but be able to describe that environment along the way. A lot of those beach coastal towns, they're very different in terms of the color of the paint. Some of the architecture, especially when you get into the Caribbean is a lot more of like a classic Spanish style architecture. So really making that experience very vivid and rich if that is what the explorer wants.

**Troy Otilio:**

You've talked about museums. I pulled up to our list of museums. There's like eight of them. I'll mention a few. We've got the Museum of Fine Arts, Boston, Smithsonian, Shedd Aquarium, Space Center, and those are partners. And when we approached the museum, it's often because one of our users wants Aira as a accommodation, if you will at that location. And the first reaction we'll get is, "Well, we are accessible. We have an audio guide." And they're very proud and it's awesome, right? That's a investment, but our explorers have told us you can't ask questions to the audio guide, you'd get a prerecorded paragraph or two, which is great. But often individuals want to know more than just what's recorded. They want to actually interact with what's in front of them. And by interacting, they'll have something described and that leads to a question and that question then leads to another description. And so, it's a conversation and our agents are really just, if you will, illustrating the environment, but it's personalized. So not everyone wants the same level of description. And it's not even always about the primary focus of the museum. Sometimes I want to know who else is here? Is it busy? And the basics. Like I'd like to get some food or where are the restrooms located? The basic guidance. So, while those Ottawa tourists are great, it falls far short of a personalized experience where I get to interact versus, I just get to consume. And I think that's a key difference.

**Kyle Kozlowski:**

One of my most favorite calls was a museum call and at describing the Batmobile. I absolutely love Batman. And just so happens this explorer did too. And the audio portion was just not as rich as they would have hoped. Plus, at the actual car, they had it under lit with like purple LEDs, creating cool shadows since the Batmobile has a lot of fins and sharper shapes so when the light hits it, it makes it look either meaner or like it's actually in motion while it is sitting still. So just being able to describe that and make that like really rich experience was awesome. And now I want to go back to that museum.

**Toby Willis:**

I want to go.

**Josh Loebner:**

I love museums too, and I really appreciate this kind of dialogue that's able to be bubbled up. Again, it goes back to that human component that Aira has. It's not just this prerecorded, thing that is separate from your phone or from conversations. And really, that sounds wonderful. You spoke a lot about some amazing businesses, and I again want to celebrate this recent win of Starbucks, but I'm going to try to ask a few questions, maybe follow ups following this one question that can unpack this whole process of businesses connecting with Aira. For those businesses that may be on the fence or organizations that are just now hearing about Aira and this whole new app opportunity to welcome blind and low vision people to destinations into stores, into shopping or online, how do you talk with them about Aira? What's the funding component? Maybe if you can unpack that a little bit that a business might need to take on and



how does that work and how do you help to move businesses down that path of showcasing the power and the possibility of what Aira can do for their customers, for their employees and for the community?

**Troy Otilio:**

I would first start with saying at Aira ourselves, we're still learning about the best way to describe and educate and share with the market what's possible. The first challenge we have is that there's nothing to compare it to. I can't come and say we're a better product than what you have. And I think early on it was very challenging because of that. But what we're finding now, especially as we have more partners in the different verticals, that it starts with a couple innovative brands who are looking to really make a statement early, and then it's followed by other brands that then see the success and want to also participate. There's really two reasons that folks want to deploy Aira or maybe three. One is they just want a better experience for their users or their customers, including people who are blind and low vision. And this is just a natural, obvious solution. Once they realize that it is widely deployed, it's trusted by the users and by the community, it's a safe service to deploy. Because there's always that question, like, "Is this a service? Is this really going to make a difference? Is this something that people will use?" And I think that question's already been answered. So, it can start with customer experience. Some brands are looking to fulfill frankly, this increasingly important brand attribute of supporting and endorsing and showing by action diversity inclusion. Like we know, thank God like our younger generation I think is focused on that more than ever before. Like I mentioned, I have three daughters. When they go shopping and think about where they're going to spend time or their money, it's important to them what's behind that brand. It's just not the product. It's just not the price. They want to know that that destination is one that's inclusive. And Aira's a way to visibly demonstrate it. And I think some of our partners would agree, you get some very laddering press for the right reasons. It's an interesting product. And the news media picks up on it because it's at this point very novel and it's got clear benefit. I think the next phase, and we're starting to see this with Starbucks is for many brands, for many organizations, it's about growth. They see this as a way to add to their bottom line, to add to the ROI for their brand. And if you look at some of the press releases from Starbucks and in the media, you have Katie Young, who's the senior vice president of global growth at Starbucks talking to Good Morning America about where, why and how they deployed Aira. And they talk a lot about growth. So, I think it's customer experience. It's about reinforcing some of the brand commitments. And then it's about growth.

**Josh Loebner:**

Troy, for those listeners that might be an airport or a Metro or a transit system or destination or store or anything else, museum, that is just now hearing about Aira, sounds like an amazing thing, what do they need to consider from a budget standpoint?

**Troy Otilio:**

I'll give you the simple answer. Ultimately, we look at the expected demand that might be generated from that franchise, from that destination and we price it accordingly. So yeah, we have some standard packages, and I can give some ranges and we always do unlimited. So, I just want to be clear on this one. Like we don't do meter-based pricing because really, we want to align the organization with the value they're trying to create. So, if you gave them some metered, like more use the more costs, they're not as willing to then encourage usage because you're putting costs in the way. So, what we do is we decided we're going to price everything unlimited. So, all of these destinations and this time, I always have to tell our users, don't be

afraid to use the offer. I have had a lot of explorers come up and go, "I thought about going shopping at Target, but I don't want to waste the agent's time. I think I can do it on my own." No. Target wants you to use it. They paid for unlimited. Go for it. And so that's message one, is it's always unlimited pricing. When we get into some of our destinations, if you will, like our college, we have like three packages depending on the size of your university. And they range anywhere from \$5,000 a year unlimited all the way up to 40,000 a year. It all depends on the number of students and inspected traffic. Airports also have some similar structure. Right now, we price by hub size and that can be anywhere from 5,000 all the way up to 60,000 per year. When we get into new destinations and new arenas, we tend to start with what you might think of as more custom pricing. So, it's more about a conversation because we need to understand your use case because it would be a little early to come up with standard pricing. So often though those come down to a per location price. So, we look at the number of outlets and since we don't have standard, there's no one standard yet on a location, but it never is going to really come down to cost. It's always been about like, is this the right solution? And then what is the feasibility and what are the implications of deployment?

**Josh Loebner:**

Yeah, that sounds amazing for any destination or organization or business to be able to easily and effectively scale into this opportunity in a way that fits them and their budgets moving forward.

**Toby Willis:**

Hey Troy, look to the future and think about like the technology landscape is always changing. And of course, with COVID, it's changed all of our lives, working from home, you mentioned earlier about learning from home, just take us ahead into the future of Aira. How's Aira going to change with this shifting landscape of technology and working styles, traveling styles?

**Troy Otilio:**

First off, Aira is an innovative tech service company at its core. Our mission is to deliver this experience with the best experience we can using the best technology and approach that is available. And the beautiful thing about technology is it's always changing the building blocks that we have to build on keep improving. Whether you look at 5G or cloud computing, artificial intelligence, those are all components that we build on. And we look forward to the day when we have the right hardware to deploy on. We'd like to get back to our Aira wearable cameras, like whether that's in a pair of glasses or a clip-on camera, especially when those technologies are directly connected to the internet and they don't have to be paired with a phone. And so that's just a matter of time. And I hear by the way all the time from our users, how excited they are about that outcome. And I expect we'll have something there in the next couple of years. We're just waiting for the right technology to deploy on. I think 5G and connectivity in general is critical to Aira. It's a service that connects to people and if you don't have a connection or a high enough bandwidth connection, that's not going to be an experience at all. Or it's going to be a poor experience. We do optimize for low bandwidth connectivity, but as we see 5G rollout, as we see just simply more connectivity, that all helps Aira. And as the cost comes down for those services, that just means overall, solutions like Aira are more affordable. And then you look at AI. So today our agents benefit from some of the AI that delivers their dashboard experience to make them more efficient. We're always looking at ways to improve and make them... They're like fighter pilots. They're doing this very intense work and we want to give them the best heads-up display, the best environment to work in. And we know we can do a lot more and with the ever-evolving stage of AI, we're going to make more use of that. Those are some of the building

block areas. If you look at the use cases and it starts, frankly, with COVID and the pandemic. Just pause for a moment and say like last March was obviously a moment for the planet to step back and look at where we are and also just evaluate like decisions we make. And we had to make rapid change. Everyone had to make rapid change and it's still a ongoing issue. When that change is happening, I don't think enough attention and planning is in play to help those and we know that because of the calls we got. And even to this day, frankly, we're finding, and we've just launched a free service, a free offer where if you're getting a COVID vaccine, if you're either signing up or onsite, that's something we support for free. And the reason we did that is we couldn't ignore the fact that so many calls were coming in where people are challenged with hastily developed government websites for registration, or just the logistics of these large environments often where you get a vaccine. So, when I say that what's changing, I think we can all agree that while we have the technology building blocks changing and Aira's ability to leverage those, you also see the world is also changing. So, we have to change with it and provide new ways. And I think you can look ahead and see that Aira is going to keep innovating and looking to bring the very best solution and the best training, and the best service forward. Couldn't be more excited because one thing we've proven at Aira, we're really great at harnessing technology, but with humans to make a solution that meets the needs of our users.

**Toby Willis:**

This has been so exciting and insightful. As much as I use Aira, it's always good to learn about the business. And I guess to that end, how can folks get in touch with you, Troy, businesses and destination, tour operators, all of our friends in the travel industry>

**Troy Otilio:**

I got two easy ways. One is, go to our website. It's [aira.io](http://aira.io). Or if you just literally Google Aira, even if you slaughter it and type the word blind, low vision, you will find us. The second one, if you're interested, you can contact me directly at [troy@aira.io](mailto:troy@aira.io). You still got to remember that [aira.io](http://aira.io). So those are some ways you can get ahold of us. We're happy to engage on a Zoom call or meet and describe more.

**Toby Willis:**

Well, Troy and Kyle, it's been such a pleasure to have you on the podcast. And thank you for what you're doing for the blind and low vision community and for businesses to make their products and services more accessible and inclusive.

**Kyle Kozlowski:**

Thank you for having me. It's been a great time.

**Troy Otilio:**

Super.

**Josh Loebner:**

Troy Otilio, CEO, and Kyle Kozlowski, Agent Hiring Manager with Aira, Artificial Intelligence Remote Assistance. Toby, I don't know about you, but I think I'm going to go to Starbucks, grab a latte and use Aira. Thanks so much, everyone. This has been an Explorable Podcast. Tune in next time, where we'll find out more about accessible travel, businesses, organizations and destinations all across the globe.