



The Business of AAC

There are companies
—large and small—
that sell AAC tools.



For the past 50 years, companies that specialize in developing/selling communication tools and companies that specialize in AAC devices have morphed into developers of their own systems, symbols, hardware and software. Such companies include Prentke Romich, Saltillo, Tobii Dynavox, and Forbes

These companies develop, support and sell devices dedicated to communication. **Such devices cannot be used for any other purpose because insurance companies may pay for a “dedicated speech generating device” and usually will not fund a multi-purpose device or “consumer electronics”.**

Insurance requires the products to be “locked down” and be used only for face to face communication. They are in a protective case, have amplification and are louder than your typical iPad.

Companies configure devices especially for a person. If the person has a complicated body or can't push a button, we can set the device to use switches, eye gaze or head tracking.

These companies also have funding resources, product representatives and sales people—valuable resources that can help with customizing their products to meet unique needs and help with the insurance approval process. Reps can troubleshoot and provide support.

In 2010, the iPad changed the landscape of AAC devices. Communication tools became available at a lower cost. If a person could touch the pictures on the screen, there were many more options. Some of the newer companies that have developed apps for consumer electronics are: Speak For Yourself, Avaz, Aacorn, Assistiveware, (Proloquo2Go and Proloquo4Text), Predictable, and Verbally.

Not sure which direction to go in? Do you want to explore a dedicated device? You can probably borrow devices from TechOWL. (<https://techowlpa.org/library/>).

Speech therapists/assistive technology specialists at TechOWL do not work for any particular company. TechOWL is “device agnostic”, free to people in Pennsylvania and government supported.