

Oklahoma Innovations Radio Show

Air Date: January 23-24, 2010

Guests: Roy Georgia, BuzzVoice

[Music]

From the OCAST Radio Network, this is *Oklahoma Innovations*, a weekly science and technology radio magazine brought to you as a service of OCAST, the Oklahoma Center for the Advancement of Science and Technology. OCAST is the state's only agency whose sole focus is technology, its development, transfer, and commercialization. OCAST mission is to identify and fund promising research in technologies that allow Oklahoma to compete in a global market economy from our own backyard. This program features some of the state's most gifted and talented scientists, inventors, entrepreneurs, manufacturers, and business leaders who all have one common goal, developing technology-based economic growth for all Oklahomans. Now here are your hosts, Gary Owen and Steve Paris.

>> Gary: Welcome to *Oklahoma Innovations*. You know this is the time of year you just never know what the weather is going to do. I mean if you don't like it today, wait till tomorrow, right?

>> Steve: Yeah who said that? I mean it's we're arriving here.

>> Gary: No, I think so. Yeah, you can either have snow, you can have rain, you can have fog, you can have sunshine, so hey you know. How are you Steve?

>> Steve: Hey Gary doing great. How about you?

>> Gary: Doing well Sir. And we're past the holidays now and moving forward into a new year and a lot of interesting things on the OCAST table and by the way I was going to tell you your annual report is awesome.

>> Steve: How do you like that.

>> Gary: That is just absolutely beautiful.

>> Steve: Yeah, we call that our impact report.

>> Gary: I mean your impact report.

>> Steve: Well that's okay. Lot of people figured it was our annual report.

>> Gary: It's a nice layout of the things that have been accomplished over the years. One the backside of this kind of a to describe to our audience is, it's kind of a, what's the dimension on this, do you know?

>> Steve: Oh my.

>> Gary: It's like a I'm going to say a 5 x sorry 6 x 7 1/2 or maybe bigger.

>> Steve: It's maybe a 6 x 9.

>> Gary: But anyway.

>> Steve: It's accordion shape.

>> Gary: It's accordion shape. On one side it takes you from the beginning and starts like a 1990 and goes clear up through what they project it be the future and looking at some of the current projects that are on the board now.

>> Steve: Yeah we call that Gary a timeline and what that does it shows just a very few over 2198 OCAST projects that we funded over the years, takes very few of those and shows what can happen along this old traditionally call our pipeline, our pipeline of services and the theory is, and it actually works this way, is you put budding young researchers in at one end and then sometime later they come at the other end, hopefully ready to be a commercialized ready to become a business, an up and running business, hiring people, bringing in receipts, creating wealth in the State of Oklahoma and we give a few examples of how that works and, you know even though I know the stories, it was fascinating for me to see how what you laid it out on.

>> Gary: It is laid out very nicely. It's awesome.

>> Steve: Yeah and it really do and of course this is our information that we'll providing members of the legislature and others over the next few months about what OCAST has accomplished over the last with their help and with the help of citizens of Oklahoma what has been accomplished over the past 22 years.

>> Gary: It's an outstanding piece.

>> Steve: Thank you sir.

>> Gary: Alright you got some OCAST stuff for us today.

>> Steve: You know I do Gary, there are a couple, well actually three to four things I want to mention. One is the Oklahoma nanotechnology applications project solicitation and why is that important. Well if you want to apply for this nanotechnology program. You need to know about these deadlines. We have an intent deadline, in other words a letter that you must send us, that has to arrive in our office by February 17 saying that you intent to apply and now the actual application deadline is April 7 and there is some things that you really need to know if you want to apply for this nanotechnology funding. Then there are some workshops, you're not required to attend them but you would be very well advised to do so if you're actually going to make the application. The first one is February 9 in Tulsa, the second one is February 10 the very next day in Stillwater and the very next day February 11 at Oklahoma City and you can register for these and find all the details at www.ocast.state.ok.gov. Let me say it again, ocast.ok.gov and you can find out more about these deadlines. You know we didn't tease our guest today.

>> Gary: I was going to do that.

>> Steve: Go ahead and do it, then I'll come back to OCAST, if that works for you.

>> Gary: It's kind of interesting, it's called BuzzVoice provide on the go audio of text files for more than 1400 internet sources. Now what that means is imagine that you're either in your office, but you don't have the, the computer doesn't have, audio or maybe you're out walking or jogging and you got your iPhone and you'd like to listen to maybe some internet news rather than try to read because you're jogging or whatever. I mean you're going to learn more about this where how this application is really cool. Basically taking what you read on the internet.

>> Steve: Exactly.

>> Gary: And turning it into you know what we call, remember the audio books?

>> Steve: Yes.

>> Gary: Okay, well it's kind of on that line.

>> Steve: A little bit and to tell us all about that we have serial entrepreneur Roy Georgia and we're going to hear more from Roy here in just a little bit, so stay tuned. Alright you ready for me to talk about plant science?

>> Gary: Absolutely love that.

>> Steve: Okay, we just our board of directors of OCAST just awarded just a week or so ago \$538,000 to six applicants for the Oklahoma Plant Science Research Program. Now we started focusing on plant science not too long ago because it has some special applications that really have an impact in Oklahoma. It ranges all the way from creating plants that can be converted to fuel or plants that can be used in healthcare and any number of things and so we focused on plant science and we seldom pull out a specific area to focus on, but this time we did and let me just give you just a real quick rundown some of the winners principle investigator Ben Holt III, University of Oklahoma, we will study transcription factors and he's dealing with plant nodes and all kinds of things and I'm not going to try to explain all that, we're going to have him on the show one of these days, how's that. And then Lloyd Sumner, The Samuel Roberts Noble Foundation in Ardmore, they do tremendous work in plant science in Ardmore, David Meinke of the Oklahoma State, of Oklahoma State University, we will oversee a project to the factor that determine whether the loss of basic cellular functions in a model plant results in embryo lethality in other words it can kill the plant, so he's got a specific area he is looking at. We've got three more, all from Ardmore, all from the Samuel Roberts Noble Foundation, that's normal, that they do plant science.

>> Gary: Okay, a lot of plant stuff.

>> Steve: Elison Blancaflor, principle investigator Carolyn Young, and principle investigator Ping Xu of all three of the Samuel Roberts Noble Foundation and you know these would be excellent guest to have on the show sometimes in the future to talk about just what's going on in plant science in the State of Oklahoma. Couple of real quick ones. We have a researcher up at OSU, his name is Tom Oomens and Tom has is studying RSV now that's respiratory syncytial virus and it's what kills a lot of children in third world countries. We don't lose very many in the United States because we've identified it, we know how to treat them, but he's coming up with, with an inoculation that can help save literally hundreds of thousands of children in third world countries who don't have access to hospitals and clinics we do here and he did it under or he's doing under a \$300,000 grant from OCAST, and he's one we want to have on the show too because I think he can tell us a lot of things that are going on. Not too long ago Gary we had Dr. Amy Cerato from University of Oklahoma.

>> Gary: Right.

>> Steve: She was on the show. She is an assistant professor and an engineer at the School of Civil Engineering and Environmental Science at OU. Well guess what, she is being honored by the President and along with some other people, but she is the only one from Oklahoma and President Obama has named as this was last year, he named with her, she is going to Washington and I thank her. I just recently went to Washington. He named 100 beginning researchers as recipients of the Presidential Early Career Awards for scientists and engineers. It's the highest honor bestowed by the United States Government on young professionals in the early stages of

their independent research careers and Dr. Cerato who was on our show as I mentioned just a few months ago is the winner of that and we knew she was going to win it. She mentioned it because she was notified back in July, but as I said she just recently was in Washington to receive it and she's got a lot of attention across the State and deservedly so.

>> Gary: Congratulations Dr. Cerato. Alright, it's the time of our show where we bring you some stories from around the country and around the world. First of all another story in Oklahoma. Of course as you know this past week has been devastating news out of Haiti, good story out of Oklahoma technology related and you're probably seeing the story about water is life. An Oklahoma company that has developed a water filtration system consisting of a tube and a straw containing iodine crystals and charcoal. Now what it does is that takes the impurities, filters it out of the water as you suck the water through the straw transforming contaminated water into clean drinking water. Now this product has already been distributed throughout the world and 27 countries to be exact, but the product is gaining news where the attention because of its application in Haiti, by the ways, those straws are good for about a year, so. Interesting story I thought out of Oklahoma. Apple Incorporated will host a special event on January 27th where it is expected and is widely expected as a matter of fact to unveil its tablet computer as the company looks to extend its hot hand into a brand new product category. The event is shaping up as Apple's most eagerly anticipated product launch since the iPhone three years ago and they're saying that tablet estimated cost is about 1000 bucks and interestingly tablet computers have never managed to catch on with consumers and industry watchers say Apple will have to offer a compelling reason to buy such a device. Ooh, the I'm sure they will. Here's one for you, the FDA says that they are debating on how to toughen warnings that tanning beds pose a cancer risk, the World Health Organization's cancer division last summer listed tanning beds as definitive cancer causer right alongside the ultraviolet radiation that they both and the sun emit. They'd long been considered probably carcinogens but what tip the scales wasn't to this and analysis of numerous studies that concluded the risk of melanoma jumps by 75% in people who use tanning beds in their teens and 20s. Isn't that interesting stuff? Alright, well Steve has our innovations in histories.

>> Steve: Thank you Gary. It was Henry Ford who patented the plastic automobile on January 13, 1942 and that allowed for 30 to 70% decrease in weight of those cars. The Wham-O company came out of that by the way. They developed the first plastic Frisbee the most popular theory is to how this...

>> Gary: The frisk disc.

>> Steve: ...disk dates back to the 1920 when Yale students invented a game of catch by tossing around metal pie tins from the Frisbee baking company in nearby Bridgeford, Connecticut. I didn't know that. That was frequently shot Frisbee to warn passersby of the oncoming pipe light. Building inspector Fred Morrison pattered with and refined a plastic flying disc that's that he sold to Wham-o for \$1 million on this day in 1955. The disc was introduced to the consumer market in 57 as the Pluto Platter, the name inspired by the US obsession with UFOs. Wham-o changed the name to Frisbee in 58 upon hearing of the Yale pie tin story. Mattel by the way now has the rights to Frisbee which has become an American icon and you know who knows how these things come about but Henry Ford had a role to play in that, I never knew that.

>> Gary: Well, there're some people that still have a Frisbee in their car.

>> Steve: I've got one in the truck right now.

>> Gary: Alright.

>> Steve: Although I told you that.

>> Gary: And you probably throw it to the dog.

>> Steve: I use it with the dog, you're absolutely right.

>> Gary: Oh Gee. I tell you what, we've got to take a break here Steve because we're running short, but hold on to those because when we come back he's got a couple of more stories here that I want him to talk about. They're really interesting, so don't go away, we've got a couple of more innovations industry when we return on *Oklahoma Innovations*.

[Music]

>> The waving wheat can sure smell sweet when the wind comes right behind the rain, but what happens when the rain doesn't come. Wheat growers across Oklahoma know too well the impact that a poor growing season can have on crops and markets, drought, disease and poor soil are just a few of the things to keep farmers up at night. But what if those issues were thing of the past? In labs funded by the Oklahoma Center for the Advancement of Science and Technology, researchers are finding new ways for producing better plants that can withstand unfavorable condition creating opportunities and improving the economy, that's what OCAST is all about. OCAST is looking for small business owners, serious about investigating new products, services and processes. For more information call OCAST toll free at 866-265-2215 or visit their website at ocast.ok.gov. In a state deeply rooted in agriculture plant science helps Oklahoma farmers grow their business.

>> You're listening to Oklahoma's Science Radio Magazine, *Oklahoma Innovations* in the OCAST Radio Network.

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>> Gary: Bada bap... as Steve has a couple of more innovations in history. He'd some so many stories of beginning of monolog that we wanted to get in there, but these are couple of really interesting innovations in history stories, catch these here.

>> Steve: You're absolutely right Gary. Celluloid was registered as a trademark in January 14, 1873. It was the wonderful invention of John Hyatt in 1869. While waiting for a patent, he used the celluloid wrap as Christmas presents. Then he got the idea that somebody might be able to make movies with this stuff and and history was made. It was January that recognizes the 55th anniversary of the USS Nautilus maiden voyage, the world's first nuclear powered submarine got out of way from its birth in Groton, Connecticut. George Claude of Paris, France, patented the neon tube advertising sign on January 19th, 1915. His handiwork was regularly seen during the Eiffel Tower and many pizza parlors throughout America. Now you can buy a neon sign for your in-home office at the discount warehouse and yes you can and you're absolutely right, I'm glad you pointed that out Gary.

>> Gary: There you go.

>> Steve: Alright.

>> Gary: Hey, we've got an interesting show for you today. Folks, today we're going to talk about buzzvoice.com. Now this is kind of exciting technology for those of you, you know they're always trying to find ways for us to avoid using our telephone or cellphone while driving. Okay,

don't text, don't talk. Well here's one that on your way to work, on your way to school, on your way to shopping, to the doctor what have you, lots of applications I could see, maybe waiting while you're waiting in the doctor's office or the dentist's office or what have you. You've got your cell phone like maybe a smart, some sort of a smart phone or an mp3 player and you download whatever internet service and you get text files and then it's spoken to you in this technology which we're going to don't know how it's going to work, but we're going to talk to our guest Roy Georgia who is a serial entrepreneur from Oklahoma City. Roy nice to have you on the program.

>> Roy: Thank you, it's nice to be here.

>> Gary: Tell us a little bit about who you are and are you native Oklahoman?

>> Roy: I am, I grew up in Dell City just down the road and I had both state schools. I did my undergraduate work at Oklahoma State where I studied marketing and went on to get my MBA at the University of Oklahoma.

>> Gary: Now I got an interesting story for our flagship station KTOK in Oklahoma City. You are, you married into the family of a dear friend of many friends in Oklahoma City Dave Rasmussen and there for those of you didn't know that name Dave has been around for a long time used to have the Lawrence Photoshop and then he was spanned out into a video business, Take 2, video and so you married his daughter and I think guess the rest is history, right.

>> Roy: Yeah, yeah. Well coming up on 14 years and a 9-year-old daughter and a 6-year-old son and so.

>> Gary: Outstanding.

>> Roy: Wonderful family to be a part of.

>> Gary: So tell us about how you first of all became an entrepreneur and then how this buzzvoice.com evolved.

>> Roy: Well, it's kind of funny, I'm going to go back a little bit in history just because I think you know kids out there today that have some sort of entrepreneurial dream, it's, there's a tidbit of information that's interesting. So you know my father was self-employed his whole life and real estate broker here in town and so I always knew I wanted to be in business for one and second I always knew I wanted to have my own business and going back into high school I was part of an organization called Future Business Leaders of America.

>> Gary: I do their conferences all the time.

>> Roy: Okay, I was part of the state winning entrepreneurship team in 1991.

>> Gary: Were you? No kidding.

>> Roy: Went on to compete in nationals in California and I think we went out there to have more fun than win, but...

>> Gary: I'm feeling old now because that was one of my first national conferences as the announcer for that conference.

>> Steve: Really, 91.

>> Gary: Uh huh.

>> Steve: Alright.

>> Roy: Yeah, so as a FBLAer I learned a little bit about entrepreneurship and you know going through college and learning business both at Oklahoma State and the University of Oklahoma I knew that I wanted to put certain things into place before I made that leap and those things were one a good solid education, some real world working experience and then the opportunity to go without a pay check and so.

>> Gary: Oh my goodness.

>> Roy: So at 29 I had crossed off those boxes at some level and decided to jump out there and start my first company Medibis.

>> Gary: Well, tell us about Medibis, we've talked about them on the show in the past, it's been some time ago, but that's your first entrepreneurial effort or at least one that did made a company out of it.

>> Roy: Exactly, so Medibis was a technology company as well. I had spend you know gaining that real world experience, those careers were working in the outpatient surgery center industry where you have day surgery and you're in and out in the same day and more common type of delivery of care in today's world. And second to that I was a technology consultant where I was actually building applications and in the latter part of that experience I focused on data analytics and data warehousing and so in 2002 decided to bring those two worlds together. We created Medibis with the intent of bringing analytics applications in to the surgery center industry.

>> Gary: There you go. Now you've since sold the company, but you've maintained a presence here in Oklahomas.

>> Roy: Yeah, the Medibis ride as a very exciting one. You know we held the company from 2002 until March of 2008. We ended up with about 400 surgery centers around the country using this web based analytics platform.

>> Gary: Wow.

>> Roy: And national presence, the leader in what we do built a great team of people here in Oklahoma City and ended up becoming part of a larger company based out of LA called Genesis where I still maintain my involvement as the chief customer officer.

>> Gary: There you go and I'm going to assume that maybe with some of the profit that you made out of Medibis then you started your second ventures that right.

>> Roy: I am a black jack player by entertainment and definitely know what it means to double down and so absolutely there has been a portion of that investment that helped seed money into BuzzVoice.

>> Gary: Well and that's what makes a real entrepreneur is that they build, they keep building and build something bigger and better as you go along there and that's probably where BuzzVoice, BuzzVoice came from, is that right?

>> Roy: Yes. We started it just on the end of Medibis and are now trying to take it to the next level.

>> Steve: We're going to hear more about that here in just a minute.

>> Gary: Yeah, I tell you what because now those of you who have SmartPhones, you're going to want to really turn the radio up because in fact later in the program we hope that you'll be able to demonstrate what this sounds like so people and kind of get an idea, but there's too much, there's so much information here I hope we get to in the hour.

>> Steve: I need to hear less from you and me and more from Roy.

>> Gary: Well yeah, well I say what you and I will just close our mics and let him take it from there.

>> Steve: There you go.

>> Gary: Okay, so here's the deal, if you want to check it out during the program, you can go to www.buzzvoice.com if you're near a computer or if you're in your SmartPhones and you're not driving, okay and check it out and then we'll come back and talk more about it, BuzzVoice with Roy Georgia, our serial entrepreneur from Oklahoma City on *Oklahoma Innovations*, more to come.

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>> Now in its 14th year, this is Oklahoma Innovation on the OCAST Radio Network.

>> The stress of finding a job after college is compounded for recent graduates entering a tough job market, but thanks to the Oklahoma Center for the Advancement of Science and Technology, more students connect with the state's most advanced technology companies while earning income and valuable on the job training. Through the OCAST R&D Intern Partnerships Program, students gain experience in the industry, work with mentors, and operate specialized instruments. Intern training leads to starting salaries 12% higher than Oklahoma's average per capita income. OCAST is investing in Oklahoma's best and brightest. Creating jobs, investing in our future, that's what OCAST is all about. OCAST is seeking Intern Partnership opportunities that will allow Oklahoma students to gain hands on experience in science and technology careers. For more information, call OCAST toll free at 866-265-2215, or visit their website at ocast.ok.gov. The future of Oklahoma looks bright.

>> Imagine not being able to see your daughter on her wedding day or experiencing your grandchild's first smile. An estimated one of three quarter million Americans over age 50 have developed a loss of vision or blindness due to age-related macular degeneration. And of the more than 200,000 Oklahomans living with diabetes, 90% will develop eye disease. With the support of Oklahoma Center for the Advancement of Science and Technology, an Oklahoma company is developing innovative treatments for blinding eye diseases. The research will improve the lives of people across the nation, create new treatments that are more comfortable for patients, and prevent vision loss. OCAST is looking for Oklahoma researchers serious about investigating new treatments and products, and improve the quality of life and the economy for Oklahomans. For more information call OCAST toll free at 866-265-2215, or visit their website at ocast.ok.gov. Investing in science and technology, it's good for your health.

>> Research and development, technology transfer and commercialization, creating high-paying jobs in Oklahoma is what OCAST is all about. This is *Oklahoma Innovations* on the OCAST Radio Network.

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>> Gary: Speaking of radio imagine having your own personalized news and blog radio station. This technology BuzzVoice puts you in control, makes your favorite news and blogs talk so you can listen to the stories that you don't have time to read while you get things done. We're going to talk more about that with our guest Roy Georgia who along with co-founder John Atkinson brainstorm tonight you to provide text based internet news and blogs into audio files that can be delivered in real time over computers, iPods, mp3 players or SmartPhones like the iPhone and boy that's exciting technology. You're got to demo that for us here in a little while. So let's find out how now my understanding John Atkinson lives in Cincinnati, is that right?

>> Roy: That's correct.

>> Gary: And of course you live in the Oklahoma City area so how did this all come together?

>> Roy: Well, John and I had a working relationship through company number one Medibis and he got to a point where he approached me and said, "Roy, I've always wanted to do my own thing, you're a successful entrepreneur, I'd love to talk with you about that" and so we started talking a few years back and going through a list of ideas and we ended up on what's BuzzVoice.

>> Gary: Wow. Well that brings up a question, I mean both of you gentlemen I'm sure have some kind of a electronic background or digital background. Is that necessary before you can come up with an entrepreneurial idea or is it just the fact that you're entrepreneurial?

>> Roy: Well, John's background is primarily sales and marketing and you know a lot of people are always looking for a technologist, so I filled that role as a former software developer and still able to do those types of things and so that was a marriage.

>> Gary: Give us that eureka moment. Who came up with this specific idea and kind of give us on account how that all came about?

>> Roy: Well, it's probably like a lot of ideas. You know, we started with a list of 10 things and John had been out doing a bunch of research looking for market opportunities and so you know there is a list of 10 things and you know we had some automated email, reading email and looking for technologies that made sense in today's world and so you know I think the BuzzVoice idea has morphed quite a bit just like any early business does. You start out thinking it's just going to be one thing and then it ends up taking a little different twist, but it was the thing where we felt like there was a convergence of technology being mobile phones, voice technology had improved and just busy people with busy lives always on the go, so that's where we were focused on providing a solution.

>> Gary: Now how long it take to develop an ap because I noticed here that you obviously trying to work with or with Apple is not an easy venture as with luck with Microsoft and the other big entity like that. How did that come along and how long did it take?

>> Roy: We spent about six months finishing the core website which is the technology engine that powers everything. Our first iteration with Apple was right when the iPhone had been released, we built a web application not a native application for the iPhone and it had some good success with that and then subsequently we got our iPhone native application into the Apple store.

>> Now when we talk about the voice technology, is this like a computer voice, is it a natural voice, how is it emulated?

>> It is actually a computer voice. It uses what's called a TTS engine, text to speech and so it's synthesized and processed as a language dictionary which is per pronunciation and spellings and words and everything like that and so it's completely technology that that pulls this together to create stories and content that people can listen to on the go.

>> Gary: You know in case anybody's wondering who'd use this I understand you've had almost a million audio versions of new stories and blogs over BuzzVoice since it began. A million is that surprising to you?

>> Roy: It always amazes me. I mean there are days you know in any start up we're like does this makes sense, are we doing the right things. But there are have been so many successes along the road, I mean we've had a number of celebrities that had picked this up and reached out to join, you get something from the West coast and it's like you're kidding, that person's signed up or that person mentioned us.

>> Gary: Really?

>> Roy: Yeah.

>> Gary: Wow, that cool.

>> Roy: In all those late nights of software development and you're like let's keep going, we're on a roll here.

>> Gary: When I you know the president, he's a big tech guy, I mean you're going to get him signed up, so.

>> Steve: Yeah and how do you break that into that market I wonder because that's a whole other story?

>> Gary: We're going to figure it out.

>> Gary: There you go. Well with the million people who are million applications here already who signed on and have blogged her new stories, I mean this gives us a chance to look down a line. Give us some specific ideas of if you can of some actual blogs or actual bits of information that have been used on this. Is it purely driven by the end user or you guys able to control over that.

>> Roy: Well right now so again we have brought some technologies that were out there in the market place together and one of those is text to speech software and another piece of that component is RSS feeds which are really simple syndication and so blogs and websites put out their content at some level whether very verbose or lightweight into an RSS format, that's what we do. We take these RSS feeds and we convert them to audio that people can listen to on the go. So at this point we've maintained editorial control over what people have access to, but we're right on the cusp of opening that wide open and so if there's a blog or something that you're interested in, we don't have in our database, you're going to be able to add that and basically the content anything you find.

>> Gary: We have to contact your database to add it or will they be able to just like control it from.

>> Roy: They'll be able to control go on to the BuzzVoice website and input where that RSS feed is located and then it becomes available across devices.

>> Gary: Okay it takes money to do this, in other words you're not doing this just for your health, you're hopefully going to make some profit out of this at some point or some... how does that work?

>> Roy: Well you know initially we were solely focused on this consumer model and that's you know that's a really hard thing to tackle and so you know we've expanded our vision now to not just be a consumer platform but we want to be the mobile audio platform for inter, for any internet content and so you know we're in the process of going through a beta exercise with a widget we build and so we're going to deploy a widget we're looking at private labeling that widget for certain publishers, addition to our subscriber model that we've released in august which is a premium model. For monthly fee people can get more content, longer listening capabilities, picking their voice, and then traditional advertising whether it's display or voice advertising.

>> Gary: Which leads us to a very important part if you want to sign up, tell us how do you sign up?

>> Roy: The way you sign up right now there is two ways you can we have an iPhone application in the Apple App store called BuzzVoice and so you can download that application, there's a simple sign up process on that or you can go to buzzvoice.com and sign up through the website.

>> Gary: I noticed in your applications where you talk about the iPhone applications right now, are other SmartPhones like Blackberries and other PDA type platforms, are they able to download this information?

>> Roy: We are in the process of starting the android development. You know we've been back and forth on what's next in terms of Blackberry versus Android, but we feel like the market opportunity with the increase of the droid as a product is where we need to focus next and so.

>> Gary: You go into the future instead of rather than to the old type.

>> Roy: We are, we want to be out there on the edge and take advantage of that quick spiking, you know one of the things with the Apple application is you know we didn't get into a about six or seven months post release of the App store and that by time there's you know 30 to 40,000 apps in the App store. So you know one of the challenges there is, is getting visibility amongst all that's there and so we want to be earlier on in the joint market.

>> Gary: Talk about your relationship with I2E. Now they hear about us talking about I2E quite a bit and of course Steve he is always likes to throw this question out to individuals who are taking their technology to commercialization, talk about that.

>> Roy: You know I2E played a part in the first company's success, Medibis, yes, ah ha. MetaBus was a TBFP award recipient.

>> Gary: Technology and Business Finance Program.

>> Roy: Yeah, so we took a TBFP award and we matched that with some local equity funds.

>> Gary: And you paid it back didn't you?

>> Roy: And we paid it back.

>> Gary: Plus some?

>> Roy: Plus some and so a good, a great program, great people to work with investing in Oklahoma and entrepreneurs and so that first success clearly you know when BuzzVoice got to a point here recently we went right back to I2E and said how can you help us with BuzzVoice.

>> Gary: And I assume that you got something going on with them now as you, as we speak?

>> Roy: We do, we're in the process of putting together a round of venture capital money and they're assisting in that bringing parties together and so it's a good relationship and we're off on the right track.

>> Steve: And go ahead.

>> Gary: Go ahead that's right.

>> Steve: Well you're just taking about fund raising and that's a very important part of a business, I mean you have to have capital and is, it's very few people who have enough money to run a whole program and start a whole new company. So you're getting venture capital and you're seeking venture capital and then I'm sure probably maybe some Angel investors, people like that are your target.

>> Roy: Yeah we've done the Angel round and taken it to a point you know it's a you want to get it to a point we feel like the validation or valuation is right for you and that's where we're at with I2E.

>> Gary: Our guest is Roy Georgia and we're talking about a technology called BuzzVoice. Now when we come back from the break, we normally have our guests mute the phones for obvious reasons because we're on the radio, but we're going to have him fire up his iPhone and we're going to hopefully give you a demonstration on the radio how it works, how it sounds, why it's cool. So now we're going to go through the demo process.

>> Steve: There you go.

>> Gary: of BuzzVoice and mean time check it out online, buzzvoice.com. More to come on *Oklahoma Innovations*.

[Music]

>> This is Oklahoma's Science Radio Magazine, *Oklahoma Innovations* with Gary Owen and Steve Paris on the OCAST Radio Network.

>> As you drive across Oklahoma, you can see thousands of gas wells sprinkled throughout the countryside. Many of these wells don't produce enough natural gas to justify pipelines. But without this access, thousands of well sites are abandoned. With the support of the Oklahoma Center for the Advancement of Science and Technology, one company is creating a portable device transported on a flatbed truck to process natural gas at well sites. This technology optimizes the amount of gas that can be captured, and releases no byproducts into the atmosphere. This idea provides new opportunities for small oil and gas producers, while bringing us one step closer to energy independence. Supporting innovation, that's what OCAST is all about. OCAST is looking for small business owners serious about investigating new products, services and processes. For more information, call OCAST toll-free at 866-265-2215, or visit their website at ocast.ok.gov. Investing in research and development, it pumps new life into Oklahoma's economy.

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>> Gary: We're rolling you into the future. This is *Oklahoma Innovations*, the radio show that takes you beyond and we talk about all the new bells and whistles, all the new innovations, all the new science and research, all the things that come from Oklahoma talented people.

>> Steve: Exactly.

>> Gary: Laboratories, got... We've had guys that have done stuff in their garage, you know...

>> Steve: Yes we have.

>> Gary: And they are now in business with their technologies. We're excited to have Roy Georgia in studio with us this week. Along with co-founder John Atkinson, out of Cincinnati who the two guys have developed a text based internet news and blogs, audio file technology. Now what this basically means folks is that you can take using right now the platform is Mac, iPhone, iPod technology, basically what you do is, it automatically collects news and blogs you wish you had time to read and converse them to audio in real time so you can listen to them on the go or while you do other things. This is really cool. Now Roy you're going to give us a demonstration and Roy just during the break was putting together real quick blog and so just imagine that you went to a place where you read blogs and you want to get maybe this I guess you can program this where you can get it daily if there is a particular site you go to. Is that right?

>> Roy: It's real time.

>> Gary: It's real time.

>> Roy: Pretty much real time.

>> Gary: So and do you program this software to go get this on particular windows or how does that work if it say for example I'm using let's say USA Today or Yahoo for my news sources and I have particular places I want to get the news headlines, let's say. Do I program this or do I have to go search for all the titles, how does this works?

>> Roy: When you create your user account, you pick the resources that are of interest to you.

>> Gary: Okay.

>> Roy: And those go into what's called your playlist.

>> Gary: So it's like setting up your home page for news information?

>> Roy: It is and so in our free account we allow 10 different feeds, in our premium account which is the monthly paid deal we allow 50 feeds.

>> Gary: Okay, alright, so now what you've done here to give demonstration is he quickly put a blog together ran it through the software, now you're going to be I tell you I'm impressed with the tone of this voice, this is really good and of course this is a female voice we're going to hear, so tell us what you've done here.

>> Roy: So I've got my iPhone here and one of the feed sources in our database is the Roy Georgia blog obviously and I'm not much of a blogger but when it comes to software testing you got to have that and so I've real quickly during the break used another iPhone application to publish a post to my blog and then I pulled that BuzzVoice from my iPhone and we're going to hear that, the quick blog story.

>> Gary: Okay, go for it. Straight right up to the microphone.

>> Roy: Alright, straight for BuzzVoice.

>> Gary: Takes a second.

>> Roy: Takes a second.

>> Live from *Oklahoma Innovations* from Roy Georgia, this is Roy, a real time blog post for Bill and Gary. Thanks for having me on the show posted using blog press from my iPhone.

>> Gary: That's pretty good.

>> Steve: Outstanding.

>> Gary: And you got a new name Bill.

>> Steve: Oh that's alright.

>> Gary: It's okay Steve.

>> Roy: The downside have been quick, right there.

>> Gary: That's alright.

>> Roy: There you go.

>> Gary: But that's very good, that's actually, that's actually really good quality. You know you expect to hear a voice like this you know but it's not that way at all, it's a professional voice cut.

>> Roy: Yeah that was actually our female voice. We have a male voice as well and part of our investment funds we're going to be adding some new voice engines. There are some Australians dialects and English dialects out there and so that I'm more excited about that.

>> Gary: So you like to have someone local to do that for you.

>> Roy: That's right.

>> Gary: Let me give you my card. Well that's really fascinating stuff.

>> Roy: Lovely.

>> Gary: So this is going to have international application, so could you set up the dialects within regions?

>> Roy: That's right, there are some Spanish voices, there are some Asian Korean voices, Chinese voices.

>> Gary: And you are going to convert the, would these converts the languages?

>> Roy: They will, they will. So you know we very much are have the intention of being at global platform.

>> Gary: Okay, so for someone who's interested in this technology, give us the list, the bullet list of why this is so cool.

>> Roy: Why this is cool is it allows people to multitask. We're all very busy individuals and we're always trying to squeeze in that last thing. You can't drive down the road now without seeing people who're trying to look at their phones and so you know I often listen to tech crunch because I'm a techie and so that's one of the major technology blogs and so I listen to tech crunch through my car audio system on the way into work. People can use this while they're

working out and so it's about having your hands free and your eyes free and using your ears as for the sensory of listening to content on the go. So very applicable to a mobile workforce or people that are have busy lives and trying to multitask.

>> Gary: Now there are two versions of this, one is ad supported service, is that right where they can download free applications, is that right?

>> Roy: Yeah.

>> Gary: ...tell if I'm wrong so.

>> Roy: We have a free version that has limited functionality and then we have a premium version where we open things up a little more content picking your voice. We have something called a buzz cast and so the buzz cast is longer in the premium version and that premium version works on a monthly subscription fee.

>> Gary: Okay and people who want to sign up to they go through buzzvoice.com.

>> Roy: They can create the initial sign up from the iPhone device, but they can change at this point in time in order to really change your content and do some of the advanced functions you've got to use the buzzvoice.com website.

>> Gary: Okay, now we've got people out there who are not iPhone users, so they've got the Blackberries or they've got other SmartPhones.

>> Steve: Or iPods.

>> Gary: Or iPods or whatever.

>> Steve: Mp3 players.

>> Gary: So what you do for those people?

>> Roy: We support iPods right now and so the content can spin off of podcast which we call a buzz cast and so that's an aggregation, it's a 30 minute continuous play of different content and so we can address mp3 player right now. For everyone else it's on a different SmartPhones device besides an iPhone, be patient we're working on it.

>> Steve: There you go.

>> Gary: Wow, great.

>> Steve: It's a developing technology.

>> Roy: There you go.

>> Gary: And all it can do is get better.

>> Steve: Well you've talked about this, well let's go back just a minute to the kind of news and blogs you can listen to on BuzzVoice and you've touched on this, I admit. But you have more than 1400 of the webs top news and blogs from 59 categories, is that right? Give us another couple of examples of the kinds of things that you'd hear, some of the sources.

>> Roy: We have got everything imaginable. We've got blogs that are focused on comedy, we've got every sports imaginable, college sports, NFL, any news source, we've got celebrity news, so Paris Hilton, all the technology stuff.

>> Gary: Let's talk about this just a minute. I mean this is going beyond our traditional ways of picking up the newspaper, the televisions, the radio stations, this is beyond that, is that right? You're going to put them out of business.

>> Roy: That is not our intent. You know early, we've been asked that question a lot and you know we're about being an enabler, we're focused on building a technology. We don't claim that this is our content, we're not trying to monetize someone else's content, we're trying to create a user experience with a different type of technology.

>> Gary: Voice yeah.

>> Steve: And so you know we want to work with those people and we're in dialogue with some publishers that create traditional media content and figuring out how our solutions can augment what they're currently offering to bring a different user experience.

>> Gary: So you're not going to put them out of business but you're going to change the way they do their businesses.

>> Roy: We want to help them, we want to give them mobile voice as an option.

>> Steve: I mean that's changing already with the younger people coming on, they're not as inclined to read a newspaper or to listen to some radio stations like the previous generation, so you're having good adapt and this is part of that adaptive process, isn't that?

>> Roy: That's correct.

>> Steve: Okay.

>> Gary: And by the way I want you to talk about the personalization of BuzzVoice for a moment because I understand that the way you can preselect we talked, touched on it lightly but you can preselect certain elements so that you're not just getting a wash of everything.

>> Roy: Yeah so when to go in and you create your account, you get to pick from these 1400 sources, 60+ categories, the things that you like that you're most interested in. And so me, I'm a techie so I've got an Apple blog in mine, I've got tech crunch, I've got mashable and so you know those things go into my playlist and then whether I'm using the website at buzzvoice.com or the native iPhone application, it pulls up and it just gives me back my playlist of content that I can listen to.

>> Gary: What's BuzzVoice pro?

>> Roy: BuzzVoice Pro is it taking that free package and allowing someone to put in more than 10 sources up to 50, one of the things that gets created is every night this content gets mashed up together to create a full continuous play podcast and so in the free version that's 10 minutes long, in the pro-version it's 30 minutes long, you get to pick what time that comes out and so the free version it shows up early morning. In the pro version you may not go to work till 6 o'clock in the afternoon and you want your Buzz cast to be ready at 5 o'clock.

>> Steve: Another question do you do a lot of blogging yourself or you listen more.

>> Roy: I listen more, I'm writing is not my forte and so I'm a listener.

>> Steve: We're down to our last minute, actually little less than a minute. We were amiss we didn't ask you this Roy, where do you see your company 5, 10 years down the road?

>> Roy: Well I think that you know looking back in history that this technology is going to continue to advance, I mean you guys heard the voice, it's come a long ways from the whopper computers of war games and Verona on Richie Rich and so these things are only going to get better, we want to continue to build out our technology, find a way not just into the consumer market but into the business community and its application from a business standpoint and you know we want to build a great company with great people and so five years is a long time in this space.

>> Steve: Yes it is.

>> Roy: I tend to think in more of two to three year windows and so we're focused on building this company over that period.

>> Gary: Check it out buzzvoice.com. Thanks for coming along Roy and Steve we'll see you next week...

>> Steve: Thank you Gary.

>> Gary: On *Oklahoma Innovations*. Have a good week.

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