



To the leadership and members of the California Court Reporters Association:

We have received your open letter and feel that it deserves a response.

We recognize and acknowledge that Stenograph would not be in existence without stenographers. The first Stenograph machine was manufactured in 1939, and since that day, stenographers have been at the core of everything that we do. Not only have we been at the forefront of steno-focused innovation, we have also invested very heavily in schools, scholarships, and various initiatives to increase steno program enrollment and graduation rates (A to Z, Project Steno). No logo update will change that.

From the mechanical writer, to the paperless writer and software, all the way to cloud storage and realtime streaming and sharing capabilities, Stenograph has been successful in adapting the latest technologies to benefit stenographers and the court reporting and captioning industries.

At no time in our history has our exploration of or investment in new technologies represented an abandonment of our core customer base. Rather, such activities have greatly benefited our core customers. That will not change. For example, as referenced in your letter, audio backup, once seen as a threat, is now a tool that enhances the efficiency and productivity of stenographers.

The evolution and adoption of new technology is what has kept the stenographic profession relevant, viable, and the number one choice in converting speech to text for over a century. Our updated look supports this position. By incorporating the symbol for speech to text and the steno keyboard in a single image, we are representing the entire process of converting the spoken word into a verbatim record. Much like in our prior logo, the "Speedy S," we have utilized abstract imagery to symbolize steno keys and pay tribute to the history of and continued commitment to the stenographic industry.

To be clear, we absolutely recognize that a trained stenographer using a Stenograph machine and CAT software represents the gold standard in converting speech to text. We will continue to invest in and promote stenographic technologies. We will also explore ways to expand and adapt our portfolio of solutions so that we may remain viable long into the future. To that end, our updated logo is consistent with that of a forward-looking technology company in an industry that depends on technological innovation and that needs to attract new talent.

We strongly believe that the public mischaracterization of our logo as an audio symbol, and the insinuation that we are somehow no longer supporting stenographers, is an attempt at weakening our position in the marketplace. We are disheartened by CCRA's stance on this issue as it only serves to diminish Stenograph's ability to serve stenographers and your membership. CCRA must ask itself whether it is acting in the best interest of stenographers and its membership by not supporting Stenograph.



It was never our intention to offend anyone. We have always had and will continue to have stenographers' best interests at heart and will continue to listen to feedback from our customers. For this reason, we will reconsider whether to display our new logo on core stenographic products, such as the writer. However, we will not be changing our company logo as we strongly believe it represents our vision of empowering the capture, preservation, and accessibility of verbatim records through the use of our solutions and services.

We understand that not all will agree with our direction and that not everyone will like our new logo. In fact, with every leap in technology, with every evolutionary step, we have been met with resistance from those who have not embraced innovation. All we can do is prove our intent through our actions. We will continue to invest more in stenography than any other technology provider in this industry, and we will continue to develop best-in-class solutions to make stenographers more profitable and productive. That is our commitment to this profession and industry.

-Stenograph