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Flagler economic board hears 'Talk It' briefing

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Beginning May 31, social media users will get a voice with the launching of Talk It, an app created by a Flagler County company.

Members of the Flagler County Economic Opportunity Advisory Council got a sneak peak at the new app from company owner Curtis Ceballos on Wednesday.

"We wanted to develop and create a brand new social media network," Ceballos said. "National recognition is already coming about."

Ceballos said the network will get its official launch at a ceremony in Central Park at Town Center later this month.

Ceballos said he expects to have 1.5 million users on the new network within three years.

"Our numbers are very respectful and very realistic," he said.

Ceballos said unlike other social media networks like Twitter, Talk It is a voice-only program that allows users to send seven to 10-second messages to followers by voice instead of texting.

He said automobile companies such as Mercedes-Benz and Ford are looking at the app for their products in the future because the voice-only application allows users to keep in contact via social media without the risks of texting and driving.

"We're going to redevelop social media networks as we know it," he said.

In addition to individual users, Ceballos said schools — including those in Flagler and St. Johns counties — as well as businesses can use Talk It to communicate with students and employees.

"It's real communications between people," he said. "It gets it back to talking, not texting."

The network will initially be available on Apple products, with Android-based devices to follow in 30 to 60 days after the May 31 launch.

Ceballos said Talk It offers an easier way for people to communicate to larger groups.

"The simplicity of the app is the beauty of it," he said.

The company expects to hire 20 employees with pay in the \$50,000 range. Ceballos said he hopes to lure top-flight computer specialists from Silicon Valley to Flagler County.

EOAC chair Barbara Revels asked Ceballos how Talk It is different from earlier "push to talk" technology available on cell phones.

"It's not one-to-one communication but one-to-many," Ceballos said.

Ceballos said work is already underway on an updated version of Talk It that will automatically translate voice messages into different languages.

Ceballos said the company is looking at several locations for its headquarters, including the old FAA complex on Palm Coast Parkway.

Also at the EOAC meeting, the economic board heard presentations from industry partners representing CareerSource Flagler/Volusia, the city of Palm Coast, the St. Johns River Water Management District and SCORE.

The next EOAC meeting is set for June 4 at 9 a.m. in the Government Services Building, 1769 E. Moody Blvd., Bunnell.

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