

SMART Communications, Inc.

**Consultants
for Globalization**

**MAXit Checker
SMART Miner
Controlled English
Simplified English
Writer Training
Language Engineering**

www.smartny.com



SMART
COMMUNICATIONS, INC.

909 Third Ave, New York City

- 18 years of experience in technical publishing.
- Dedicated staff of linguists, trainers and consultants.
- Windows, Unix, XMetaL, FrameMaker, Epic, WORD
- Suite of tools to implement Controlled English and AECMA Simplified English programs.
- Specialists in Language Simplification, Computer Translation and Knowledge Management.
- Global clients with globalization needs.



SMART
COMMUNICATIONS, INC.

Technical Services

Programming
Consulting
Writing
Training

**Ockham's
Razor**



English Philosopher
circa 1285

- Software Development for Microsoft Windows 2000/XP, Unix, Visual C/C++.
- Language Engineering, Dictionary Development, Text Mining for Glossary and Taxonomy compilation.
- Text conversion and rewrite services.
- Writer training courses for AECMA Simplified English and Controlled English.

“The simplest explanation is better than the complex.”



The Unwanted Risks of ...

**UnCONTROLLED
ENGLISH**

- Loss of customer goodwill.
- Potential for Product Liability.
- Poor-quality translations
- Higher training costs.
- Maintenance damage.
- Ineffective product support.
- Problems in global communications.



SE
Simplified English

Controlled Language Standards

The European Aircraft Manufacturers Association (AECMA) developed a **Simplified English** vocabulary for aircraft maintenance manuals.
(Required by Airbus, Boeing and others.)

CE
Controlled English

Contains more “*core words*”, verbs and terms. The grammar and syntax is less restricted. **CE** is targeted at multiple industries and global customer service.

**Controlled
ENGLISH**



Three easy steps to Implementation

- 1** Create the technical dictionaries
- 2** Install the **MAXit Checker** tool
- 3** Train the technical authors or technical writers to use CE/SE



The SMART Text Miner

This tool finds the terms in-context and shows their frequency. Use to develop dictionaries, taxonomies and CE/SE terminology lists.

- **Terminology**
 - **Taxonomies**
 - **Dictionaries**
- Windows 2000/2003/XP
 - Unix for Sun Solaris/Linux

The SMART Miner does 95% of the work in 5% of the time.



Example of the SMART Text Miner - output

Left Text Context	Key Word	Right Text Context
have completed these	preliminary	procedures, you can begi
rovides information for	preliminary	your server and storage
etes and all clustering	preliminary	are met, run the Cluster
	private	network
installation overview	private	for configuring your clu
installation overview	private	you can begin installin
top prompts you for the	private	key, licensing mode, sys
Windows 2000 Components	private	From this dialog box,
The Windows 2000 setup	private	for the product key,
nents are communicating	private	each other.
inside the computer, and	private	st electrostatic
The following sections	private	ed information for
The following sections	private	based redundanc
This section	private	information for preparin
This section	private	the failover capabilitie
This section	private	installation overview .

A tool to discover lost knowledge.

*The center **column** is the key word with a left and right context.*



SMART Translator™

SMART offers either translation services or software to translate Controlled English into major languages.

- Fast and accurate – ambiguity is removed in the source.
- Full-sentence - requires less than 5% post-edit.
- SMART Translator retains all the XML/SGML encoding for a 30% savings in formatting costs.
- Consistent translations from a data base.



eLearning Courseware in Controlled English



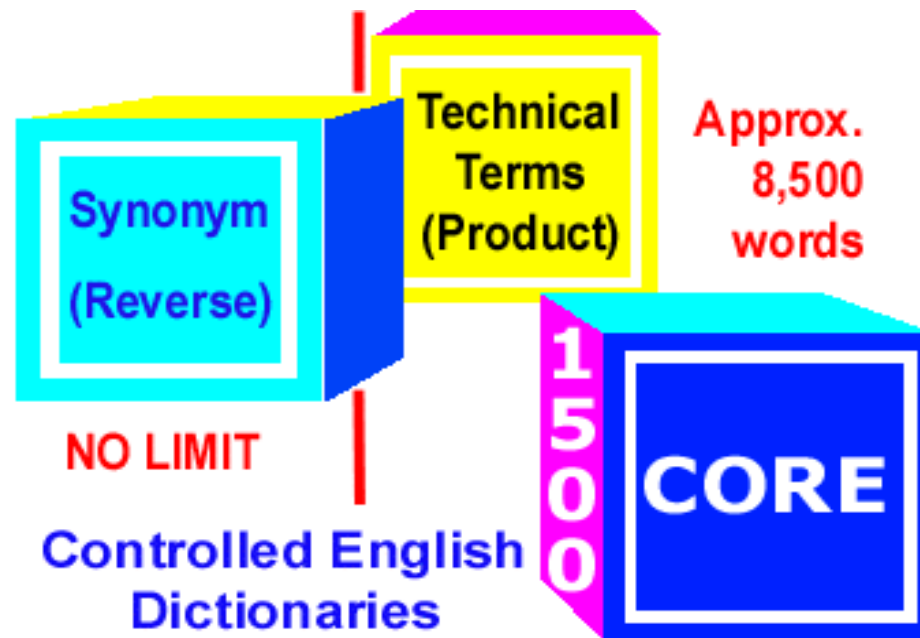
- SCORM-Compliant courseware
- Author in Macromedia Authorware
- Multilingual courseware
- Clear, concise and consistent texts
- Writer Training for eLearning

Multilingual courseware development services.



Dictionary Development

- Synonyms
- Dictionaries
- “Core” language



The Dictionary development cycle from 30 to 90 days



illicit → not permitted
 illogical → incorrect
 ILLUMINATE → come on, come on, on
 ILLUSTRATE → show, illustrate
 imbalance → no equilibrium, unbalanced
 IMBED → is in
 immediately → immediately
 IMITATE → take a copy, take a copy
 immediate → immediately
 IMMERSE → put in, into
 immobile → not mobile
 IMMOBILIZE → prevent, lock
 IMPACT → hit, effect, force
 impairment → damage
 IMPAIR → operate, reduce, damage
 — decrease
 IMPART → cause
 IMPEDE → prevent, stop
 impending → about to occur
 imperative → necessary, essential
 imperfections → damage
 imperfect → damaged
 in addition to → also
 in addition → also
 in all cases → always
 in any case → [Delete]
 in any way → [Delete]
 in back of → behind
 in case of → if
 in case → if
 in conclusion → [Delete]
 in connection with → with
 in contact with → about, touch
 in contrast to → compare with
 in course of → during
 in doing so → [Delete]
 in doubt → [Delete]
 in due time → [Measurement]
 in effect → [Delete]
 in essence → [Delete]
 in former times → early
 in front of → before
 in general → [Delete]

SYNONYM Dictionary (reverse) NO LIMIT

A

ABSORB
ACCEPT
ADAPT
ADD
ADJUST
AGREE
ALIGN
APPLY
ARE, were
ARM
ASSEMBLE
ATTACH

B

BALANCE
BE

CHARGE

• CLEAN

CLOSE

COLLECT

COME, came

COME ON (lights)

COMPARE

COMPLETE

COMPRESS

CONNECT

CONTAIN

CONTINUE

• COME

• CO

• CO

• CO

E

EAT, ate, eaten

EJECT

ENERGIZE

ENGAGE

ERASE

EXAMINE

EXPAND

EXTEND

EXTINGUISH

FALL, fell

FATHER

FELL

FELL

FELL

FELL

FELL

FELL

I

IDENTIFY

IGNORE

INCLUDE

INCREASE

INFLATE

INSTALL

INTERCHANGE

IS, was

ISOLATE

ISOLATE

ISOLATE

ISOLATE

ISOLATE

KEEP, kept

KILL

KNOW, knew

**GREEN SHEET
(206 SE Verbs)**



The Lexicon Manager

This tool manages the CE/SE dictionaries and creates the files for the **MAXit Checker**

- Fast and easy-to-use.
- No special lexicography knowledge needed.
- Windows 2000/2003 XP.
- SUN Solaris (Unix)



Word or Term	Speech	Rule	Definition or long form Abbreviation
lacquer	Tool/Mat.		Pigments, solvents and thinners.
Lambert chart	Noun		A standard unit of brightness in Lamberts
Lambert projection	Noun		A map projection of the world.
Lambert	Measure		A Unit of brightness in candles per sq. cm.
laminar flow	Noun		The flow of air over a surface without turbulenc
landing area	Noun		An area designated for takeoffs and landings.
landing attitude	Noun		The angle of attack set for aircraft landing.
landing beam	Noun		The lighting systems that align the aircraft to
landing clearance	Noun		The instructions to enter the landing.
landing direction light	Noun		The lights that align the aircraft.
landing flare	Noun		The attitude of the helicopter for landing.
landing gear	Noun		The landing gear for skis on an aircraft.
landing light	Noun		The lights that illuminate the runway
landing roll	Noun		The distance that an aircraft travels on the
landing sequence	Noun		The procedures to prepare for landing.
landing signal	Noun		The signals sent by the aircraft hydraulics

A Terminology Management tool.

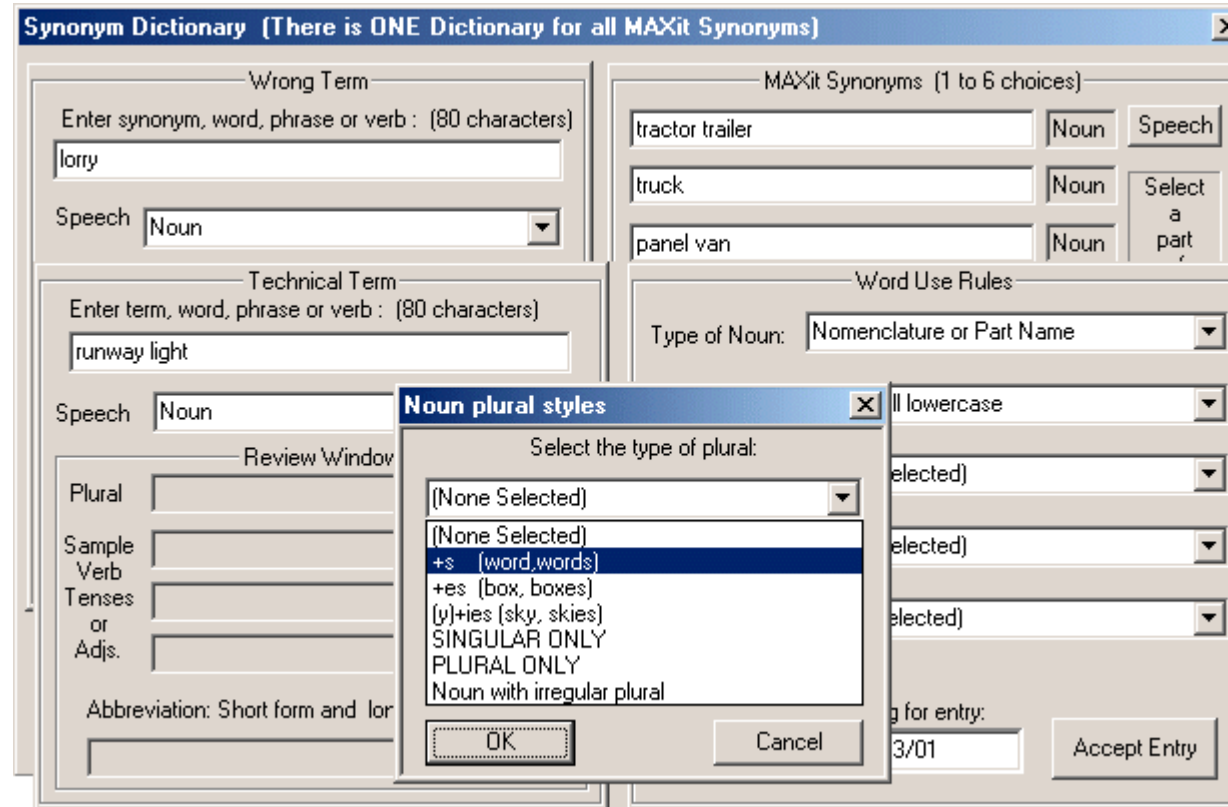
Terminology Management – for CE/SE/Translation



The Lexicon Manager has a simple interface

**Add
Change
Delete
Review
Report**

Links to Oracle
Trados
MS Access



Lexicon Manager uses a common file format for Windows and Unix



MAXit Checker software

An expert system with 8,500 rules, custom dictionaries, parser, syntax and grammar analyzer for technical documentation.

- Plug-in for FrameMaker 6.0/7.1
- Add-in for WORD2000/2002
- Plug-in for Blast Radius XMetaL
- Plus-in for Arbortext Epic 4/5



Customization for publishing systems is available.



The **MAXit** messages for the electronic critique of **Simplified English**

Training Materials Developed by SMART Trainers.

ABBREVIATION	Indicates a possible new abbreviation, acronym or placard.	MEASUREMENT	Change this word or phrase to correct a vague measurement.	REPHRASE	Use the Simplified English dictionaries to write this sentence.
ADJECTIVE	This adjective does not modify a noun or another adjective.	MISSING REFERENCE	Rewrite this sentence and insert a noun subject or object.	SENTENCE LENGTH	This sentence exceeds 21 words. Rewrite one thought per sentence.
ADVERB	This adverb does not clearly modify a verb.	NAME-LABEL	Check the use of this word on labels, placards, panels and decals.	SPELLING	Check the spelling in the Simplified English dictionaries.
AGREEMENT	Check the agreement for this...	NE	Check the use of the verb...	STYLE	Insert an article before the noun, or change the sentence structure.
APOSTROPHE	Do not use an apostrophe for possession.	NO	Check this sentence...	TRANSLATION	This word or phrase can cause problems in translation.
AWKWARD	Rewrite awkward sentences.	NUMBER	Check the use of numbers...	VERB TENSE	Remove the complex verb tense. Use the simpler present tense.
CAPITALIZATION	Check the use of capital letters. See the Style Section.	OR	Check the use of the word "or"...	WRONG CHOICE	MAXit suggests synonyms from the Simplified English dictionaries.
CHANGE-TO-NOUN	Change this verb to a noun or rewrite the sentence.	PLURAL	Check the use of plural nouns...	WRONG CHOICE	MAXit suggests synonyms from the Simplified English dictionaries.
CHANGE-TO-VERB	Change this noun to a verb or rewrite the sentence.	PLURAL	Check the use of plural nouns...	WRONG CHOICE	MAXit suggests synonyms from the Simplified English dictionaries.
COMMA	Check the use of commas.	PLURAL	Check the use of plural nouns...	WRONG CHOICE	MAXit suggests synonyms from the Simplified English dictionaries.
DELETE	Delete unnecessary words.	PLURAL	Check the use of plural nouns...	WRONG CHOICE	MAXit suggests synonyms from the Simplified English dictionaries.
GERUND	Check the use of gerunds.	PLURAL	Check the use of plural nouns...	WRONG CHOICE	MAXit suggests synonyms from the Simplified English dictionaries.
HYPHENATION	Indicates a hyphen that must be removed or added.	PLURAL	Check the use of plural nouns...	WRONG CHOICE	MAXit suggests synonyms from the Simplified English dictionaries.
MEANING	This word has the wrong meaning for Simplified English.	PLURAL	Check the use of plural nouns...	WRONG CHOICE	MAXit suggests synonyms from the Simplified English dictionaries.

The 40 Classes for the MAXit Messages





MAXit for WORD2000



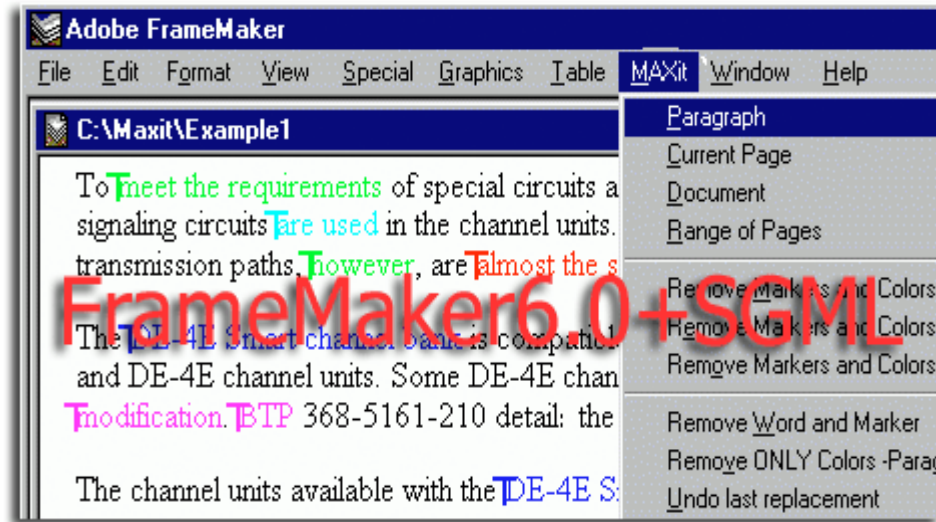
Microsoft
WORD2002
XP Office

The screenshot shows the Microsoft Word 2000 interface with the MAXit plug-in. The menu bar includes 'MAXit'. The 'MAXit Suggestions' box is open, showing a list of suggestions for the word 'is' (is, are, is part of, is attached, is included) and a 'Ref: belong' field. The 'MAXit Corrections' box is also open, showing a message about an awkward phrase and an 'Insert Correction' button. The 'MAXit Message Box' is also visible, showing a message about the MSCS software.

“Plug-in” for WORD2000/2002 with CE or SE Dictionaries



Adobe FrameMaker6/7.1



Fast, interactive and easy-to-use.

MAXit runs inside all versions of FrameMaker – Windows and Unix

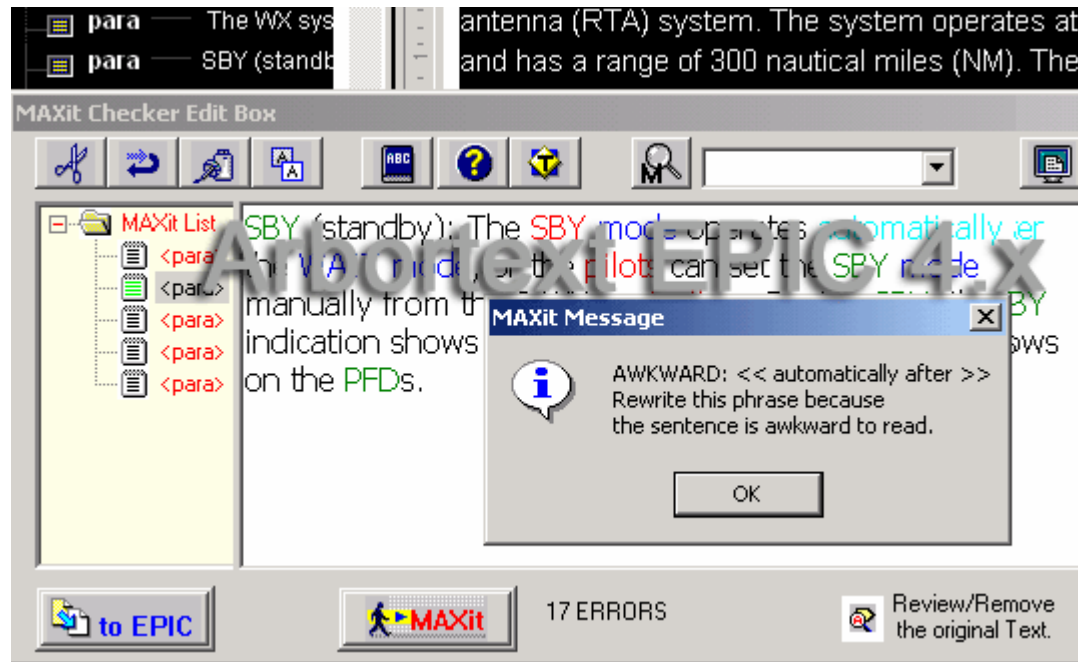


MAXit for Epic 4.4 – 5.1



Thin Client

2 to 500
users, one
control.



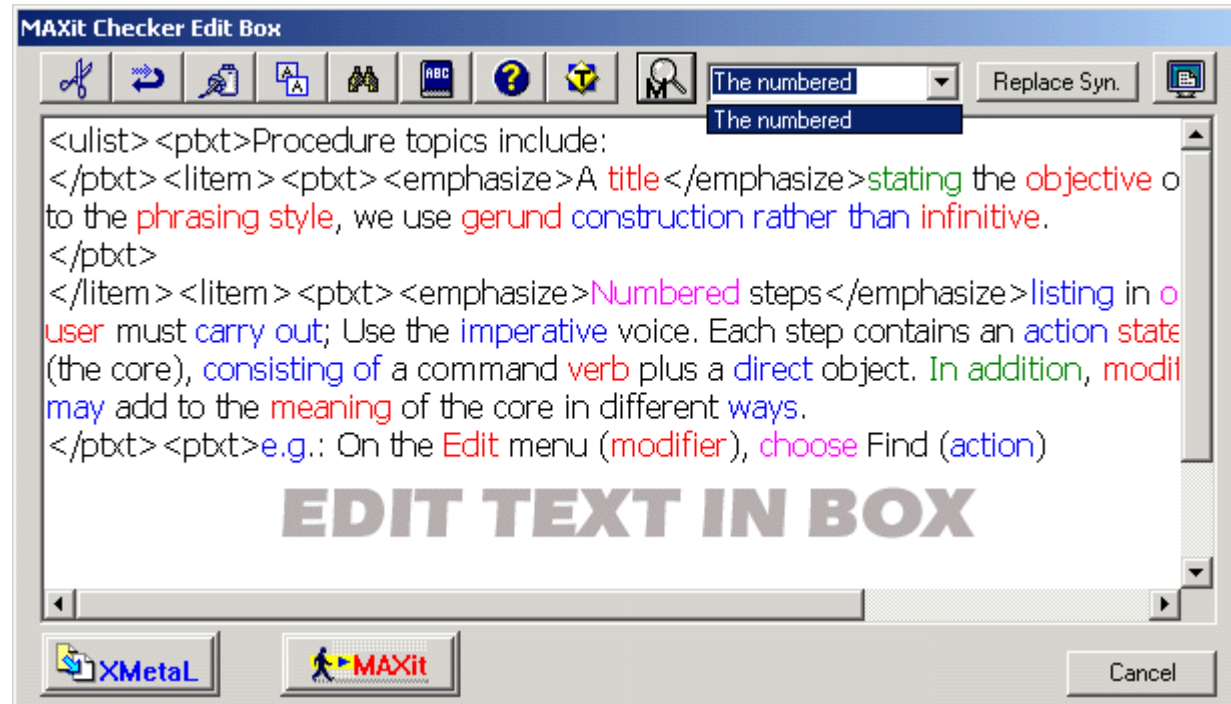
Client/Server version for XML/SGML connections.



MAXit for Blast Radius XMetaL



COM+ link to XMetaL 2.0 to 4.5



Client/Server version for XML connections.



Writer Training for Simplified English

Writer Training



- SMART instructors act as your mentors.
- SMART instructors show how to use **MAXit**.
- SMART instructors teach the “tips and tricks” and how to write SE.

SMART has trained 3500+ writers in USA, Canada and Europe.



The **STANDBY MAGNETIC COMPASS** provides aircraft heading information. It is intended for use if a failure of both primary displays occurs.

STANDBY ATTITUDE INDICATOR./COURSE DEVIATION INDICATOR SYSTEM

The Model ADI-999 Attitude Indicator (Photo 8) provides a visual display of pitch and roll attitude and both enroute Course Deviation Indicator (CDI)/Very High Frequency Omni-range (VOR)/Distance Measuring Equipment (DME)/Flight Management System (FMS) navigation aid and precision approach Instrument Landing System (ILS) information. The indicator may be used as a long range standby attitude reference, during a primary power failure, when coupled with an emergency power supply. After complete loss of power, nine minutes of useful attitude information is presented.

STANDBY MAGNETIC COMPASS

The standby magnetic compass supplies data for the aircraft heading. This compass operates when there is a malfunction in the primary systems.

STANDBY ATTITUDE INDICATOR AND COURSE DEVIATION INDICATOR

The model ADI-999 Attitude Indicator (see photo 8) has a display for pitch and roll. This display has these indicators:

- Course Deviation Indicator (CDI)
- Very-High Frequency Omni-range (VOR)
- Distance Measuring Equipment (DME)
- Flight Management System (FMS)
- Instrument Landing System (ILS)

When there is a power failure, the model ADI-999 can supply an attitude reference for the next nine minutes. After nine minutes, see the emergency procedures.



The benefits of Controlled English



Simplicity

- Create six-sigma documentation.
- Cross the cultural and linguistic barriers.
- Prepare the texts for translation.
- Enhance text readability and usability.
- Comply to Documentation Specifications
- Create world-class documentation.



Partial list of current clients ...

Nortel Networks - Advanced Network Telephony equipment

Xerox (UK) High-speed xerographic printing

L3 Communications - Radars for NATO (AECMA SE)

Gables Engineering - Transponders/Avionics for Boeing/Airbus.

Honeywell Engines and Systems - Aircraft engines (AECMA/ATA)

Philips Semiconductors - Global semiconductors - The Netherlands.

Honeywell CES (Avionics) for Airbus A380 and others.

Daimler-Chrysler (Freightliner Division) - Automotive

SMART has worked with 150 of the Global 500 companies.



Thanks ...

SMART
COMMUNICATIONS, INC.

909 Third Avenue, 5th Floor,
New York, NY 10022 USA
Tel +1(212) 486-1894

info@smartny.com

www.smartny.com

FREE TEST - Visit www.smartny.com/quicklook