PLAIN ENGLISH
for Government

The Company
Smart Communications Inc., New York, is a developer of *Artificial Intelligence* (AI) software for text simplification. The **MAXit Checker** software uses a *Plain English* dictionary to help companies and government agencies simplify user agreements, call center scripts, web pages and instructions.

In 2011, New York State Governor, Andrew M. Cuomo, issued Executive Order No 26. He stated.

"Approximately two and a half million New Yorkers do not speak English as their primary language and have limited ability to read, speak, write, or understand English. This presents potential barriers when trying to access important government benefits or services."

The **MAXit Checker** software includes 16,000 AI rules that assist the writers with grammar, vocabulary, syntax and style. The **MAXit** software helps writers comply to the **Plain Writing Act of 2010** and other state and city plain language mandates. The results are instructions written in clear, concise *Plain English* that are easy to read, understand and translate into other languages.

The MAXit Checker Starter Kit
The **Starter Kit** is a single-user, **MAXit Checker** license that includes a ***starter*** dictionary for *Plain English*. This kit is ideal for *proof-of-concept* to simplify web sites, user forms, public booklets, policy and procedures manuals.

Writer Training for Plain English
SMART offers writer training by Internet or on-site workshops for larger groups. The SMART training and simplification techniques are proven for 20+ years.
Visit *www.smartny.com* to learn about our plain language programs for many industries and services.

The **MAXit Checker Starter Kit** includes these items.

- **MAXit Checker License** - single-user license
- **Starter Dictionary** - one public sector
- **Synonym Dictionary** - reverse dictionary
- **Writer's Guide** with many examples.
- **Email Technical Support** with mentoring.

Dictionary Development
The **Starter Kit** does not include dictionary customization. To add new terms, users can purchase a **Dictionary Service Pack.** This subscription service lets users add 250 custom terms in groups. For large projects, **SMART** offers **Text Mining** services and a **Lexicon Manager** tool to maintain, share and manage the custom dictionaries.

Versions of the MAXit Checker
MAXit is a plug-in for these programs:
- **Microsoft Word** (Add-In for 2010 to 2016)
- **Adobe FrameMaker and AEM** (8.0 to 2019)
- **PTC Arbortext Editor** (Plug-in for XML)
- **JustSystems XMetaL** (Plug-in for DITA)

The **Starter Kit** does not include training, but writers quickly learn from the **MAXit Checker**. Most AI rules are taken from the *Oxford Guide to Plain English*. For a fee, the SMART team offers Internet or instructor-led writer training sessions.

How to add more MAXit Licenses
Users can add licenses to the **Starter Kit** at a discount, but share dictionaries from the **Starter Kit**.

Government User
The New York State Department of Motor Vehicles (DMV) uses **Plain English** and the **MAXit Checker**. Their writers create Plain English (Drupal) text for a large web site, forms and information to assist 15 million drivers. See next page.

How to order a MAXit Starter Kit

- Request our Starter Kit - contact : maxit@smartny.com
- Delivery by secure download from SMART web site.
- Extra shipping charge for printed book and CD-ROM.
- SMART provides 60 days of email support to help writers use the syntax and grammar of Plain English.
- Customers can order SMART Text Mining services to expand their dictionaries.
- Discounts on additional licenses after purchase of the Starter Kit.
- Customers can purchase Internet Writer Training sessions.
- Payment by credit card, wire transfer or software reseller.

(Costs are in US Dollars. Made in the USA. Do not add your GST or VAT.)

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Controlled English
Simple | Global | Mobile

See example NEXT page

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Original DMV Document for Organ Donation on a Driver License (See red numbers for explanations)

1	Because other languages do not use the possessive form. The PE style is to avoid contractions and possessives, except for maps.
2	The use auxiliary verbs like "may", or "might" cause problems. The PE style uses either will, can or must.
3	The adverb simply does not add any value to a sentence.
4	The PE style does not allow some nouns to be used as verbs because they cause confusion. Example, date is noun of time, not a verb in PE.
5	The PE style is to avoid adverbs because they do not translate easily and can be deleted without loss of meaning.
6	The PE style is to avoid the gerunds. These -ing words do not show who does what to whom, how or when. They do not exist in Spanish.
7	The PE style for dates can use day, month or an easy-to-understand date format. Most dates can be avoided.
8	The PE style is to avoid legalese, like the verb constitute which is difficult to understand by most readers. See PE rewrite below.
9	The PE style is to use common phrase. Here Be sure, is simplified to Make sure, which is easier to translate into other languages.
10	The verb consent is a legal verb. In PE you can use common legal verbs to give consent for legal precedent. When the intent and meaning is clear, most New York State courts will approve these phrases. Consult legal counsel or SMART Team for use of all legal verbs.
11	The text can not avoid the word death, but a gentler expression in PE is after your death.
12	This adverb does not add any meaning and cause a translation problem in Mandarin Chinese. DMV uses multiple language versions.
13	The PE style avoids fused adjectives makes the original text difficult to understand. The PE word order makes the text easier to read.

HOW TO ENROLL IN THE NYS [1]DEPARTMENT OF HEALTH'S DONATE LIFE REGISTRY

If you are 18 years or older, you [2]may enroll in the Registry through either DMV or DOH.

You can enroll through DMV with an MV-44 application form. [3]Simply read the Organ Donation statement and sign and [4]date the Donor Consent Signature line. You can [5]also enroll at renewal time [6]by signing the Donor Consent line on your MV-2 renewal form. [7]As of July 22, 2008, your signature on an MV-44 or MV-2 [8]constitutes legal consent for donation. [9]Be sure to tell your family that you have legally [10]consented to be a donor [11]upon your death. If you enroll through DMV, the words "**ORGAN DONOR**" [12]will automatically be printed on the front of your [13]DMV-issued photo document.

HOW TO ENROLL IN THE "DONATE LIFE REGISTRY" MANAGED BY THE NEW YORK STATE DEPARTMENT OF HEALTH

You must be 18 or older to enroll in the **Donate Life Registry** at either the Department of Motor Vehicles (DMV) or the Department of Health (DOH).

Use the **DMV form MV-44** to enroll in the **Donate Life Registry**. Read the organ donation information, then add the date and sign your name on the line marked Donor Consent. Another time to enroll is during the renewal of your driver license. Use the **DMV form MV-2** to sign your name on the line marked Donor Consent. Understand that your signature on these forms gives your legal consent for an organ donation after your death. Make sure that you tell your family that you gave consent for an organ donation.

IMPORTANT: The English words "**ORGAN DONOR**" are shown on the front of your driver license.

French Translation for Canada from the Plain English Version

COMMENT S'INSCRIRE AU «DONATE LIFE REGISTRY» GÉRÉ PAR LE NEW YORK STATE DEPARTMENT OF HEALTH

Vous devez être âgé(e) d'au moins 18 ans pour vous inscrire au Donate Life Registry soit au Department of MotorVehicles (DMV) soit au Department of Health (DOH).

Utilisez le formulaire MV-44 de DMV pour vous inscrire au «Donate Life Registry». Lisez les informations relatives aux dons d'organes, puis inscrivez la date et signez de votre nom sur la ligne Donor Consent. Vous pouvez vous inscrire à un autre moment, lors du renouvellement de votre permis de conduire. Utilisez alors le formulaire MV-2 de DMV pour inscrire votre nom sur la ligne Donor Consent. Comprenez bien que votre signature sur ces formulaires pour un don d'organes après votre décès est un consentement légal. Assurez-vous d'avertir votre famille de l'accord que vous avez donné.