



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.

The **MAXit Checker** software includes 19,000+ AI rules that guide the writers. The *easy-to-use* software is an ideal tool for compliance to the **Plain Writing Act of 2010** and **Limited English Proficiency** (LEP) 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 learn how to simplify instructions for banking, finance, insurance, medical and Citizen Services public information.

Writer Training for Plain English

SMART offers writer training by convenient TEAMS or Zoom workshops. Our SMART training and simplification techniques are proven for 20+ years. Visit www.smartny.com/SimplifiedEnglish.html to learn about our *Simplified English* programs for ASD-STE100 which is mandated for airlines, Aerospace and Defense.

The MAXit Checker Starter Kit includes these items.

- **MAXit Checker License** - single-user license
- **Starter Dictionary** - Citizen Services
- **Synonym Dictionary** - reverse dictionary
- **Writer's Guide** with examples
- **Introduction** - one hour
- **Email Support** during the 60-day warranty
- **Readability Tool** - Traffic Light test
- **Metric Conversion Tool** for dual dimensions
- **Six Sigma** quality measurement tool

The SMART software uses a Plain English dictionary and 19,000+ *Artificial Intelligence* rules. These grammar rules give corrections and suggestions to the writer.

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 customized dictionaries.

MAXit Checker - Versions



Microsoft Word (Add-in all versions)
Adobe FrameMaker and AEM
PTC Arbortext Editor
JustSystems XMetaL

The **Starter Kit** does not include training. Writers quickly learn the **MAXit Checker** from our instructor-led TEAMS or Zoom workshops.

Add more MAXit Licenses

You can add more licenses and share the dictionaries from the **Starter Kit**.

Some of our Government Users

The New York State Department of Motor Vehicles (DMV) uses **Plain English** and our **MAXit Checker** for website pages, forms and public information to assist millions of New York state drivers.

How to order a MAXit Starter Kit

- Request our Starter Kit - contact : maxit@smartny.com
 - Delivery by secure download from SMART website.
 - 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.)



SMART
COMMUNICATIONS, INC.

641 Lexington Ave., 13th Flr.
New York, NY 10022 USA

How to contact us
Tel: +1(212) 486-1894
Email: info@smartny.com

www.smartny.com



Plain English

Simple | Mobile | Global

See example
NEXT page



PLAIN ENGLISH

for Government

An example of complexity to Plain English ...

Original OSHA Regulation (85-word sentence)

1910(94(d) (1) General

(i) This paragraph applies to all operations involving the immersion of materials in liquids, or in vapors of such liquids, for the purpose of cleaning or altering the surface or adding to or imparting a finish thereto or changing the character of materials, and their subsequent removal from the liquid or vapor, draining and drying. These operations include washing, electroplating, anodizing, pickling, quenching, dyeing, dipping, tanning, dressing, bleaching, degreasing, alkaline cleaning, striping, rinsing, digesting and other similar operations.

PLAIN ENGLISH VERSION

Regulation 1910(94(d) (1) General Information

1. This rule applies to all cleaning operations for dip tanks that contain vapors or liquids that are **not water**. For example, these operations include electroplating, dyeing, bleaching, tanning, anodizing and rinsing of materials.

When to apply this rule:

- To clean an object in the tank.
- To apply a coating to an object.
- To change the surface of an object.
- To change the shape or condition of an object.

2. This rule also applies after an object is removed from the dip tank to dry or drain.



This example is an actual OSHA regulation, selected at random, to prove you can simplify regulations. The objective is to simplify and retain legal intent. The MAXit Checker can not rewrite regulations, but can identify key phrases. A customized dictionary is needed to guide the AI engine.

SMART Writer Notes:

- The Plain English version uses short sentences, less than 21 words.
- The Plain English version uses a bulleted list to show important information.
- The Plain English format uses white space to improve readability. This feature is very important when the readers have Limited English Proficiency (LEP) or English as a second language.
- The Plain English version removes "Federal Register-ese" for the consumer.
- The Plain English version is provided to prevent death or injury to persons who work with toxic or hazardous liquids.
- Plain English does not use gerunds. The -ing words used in the example are not gerunds, but validated legal nouns for industrial processes, for example, electroplating.