

## 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 issued this Executive Order No 26. *“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 New York State Department of Motor Vehicles (DMV), Albany HQ, awarded the SMART Team a contract to help the agency simplify forms and DMV information.

The SMART Team used the SMART **Text Miner** software to develop a custom DMV Dictionary. The removal of *legalese* improved the DMV processes and made interaction with DMV faster and easier for 17 million drivers and citizens.



The DMV writers use the AI rules in the **MAXit Checker** to assist them with grammar, vocabulary, syntax and style. Federal Government agencies must comply with the federal **Plain Writing Act of 2010** and other language mandates.

The **MAXit Checker** for Plain English has AI rules that can convert *Federal Register legalese* to Plain English. Most English speaking countries have adopted Plain English for digitalization and transformation of citizen services.

The results are materials for citizen services written in clear, concise, *Plain English* that are easy to read, understand and translate into other languages.



## Writer Training for Plain English

SMART offers writer training on-line, or on-site workshops for larger groups. The SMART trainers have 20+ years of experience teaching and writing Plain English materials.

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*.

## Management of Plain English Dictionaries

The **MAXit Starter Kit** includes the basic Plain English dictionaries. Users can purchase either a **Dictionary Service Pack** or the SMART **Lexicon Manager** tool for dictionary customization.



## Text Mining for Terminology

For large projects, SMART offers text mining services to quickly identifies unique terminology.

## Versions of the MAXit Checker for Plain English

- **Microsoft Word**
- **Adobe FrameMaker** (FM10 to FM2022)
- **PTC Arbortext Editor** (7.x to 8.x .dita, .xml)

## The MAXit Starter Kit

SMART offers a single-user **MAXit Starter Kit**. The license includes a *starter* dictionary for *Plain English*. This Starter kit is ideal for *proof-of-concept* to test simplification of citizen services information, policy and procedures manuals.

The MAXit Starter Kit includes these items.

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

Additional licenses added to the **MAXit Starter Kit** are at a discount.

## How to order a MAXit Starter Kit

- Request our MAXit Starter Kit - contact : maxit@smartny.com
- Delivery by secure download from SMART web site.
- 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 the Starter Kit.
- Customers can purchase on-line 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. )



**Original Text with MAXit annotations**

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

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

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

Explanation of key points for Writers.

①	Other languages do not use the possessive form. No apostrophes.
②	Do not use auxiliary verbs like may, might, could, should, shall.
③	This adverb does not add any value. Remove these adverbs.
④	Some nouns are not used as verbs in PE. Use approved verbs.
⑤	This adverb is not necessary.
⑥	Avoid the gerunds (-ing) words.
⑦	Use PE date style, avoid obsolete dates, or use international formats.
⑧	Avoid legalese. See PE rewrite.
⑨	PE style for <i>be sure</i> is the strong verb <b>make sure</b> .
⑩	The verb <i>consent</i> is a DMV legal verb. Refer to verb list.
⑪	Rephrase reference to <b>death</b> , use <i>after your death</i> .
⑫	This adverb does not translate.
⑬	The PE style avoids fused adjectives.

**Text Rewritten with MAXit for Plain English**

**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 write 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 write your name on the line marked **Donor Consent**. 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 words "ORGAN DONOR" are shown on the front of your driver license.



The New York State DMV translates selected high-frequency information into 18+ languages.

**French Translation for Canada from the Plain English - (95% Machine Translation)**

**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 Motor Vehicles (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. Important : l'expression anglaise « **ORGAN DONOR** » figure sur le recto de votre permis de conduire.