Smart Communications, Inc.
PLAIN ENGLISH for Citizen Services

The Company

Smart Communications Inc., New York City, is a developer of *Artificial Intelligence* (AI) software for language simplification. The **MAXit Checker** is an *AI-powered* add-in to Microsoft Word. The program uses a **Plain English** dictionary to help writers **simplify** citizen information, web pages, forms and important state or federal government instructions.

In 2011, New York State issued 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 uses the SMART **Text Miner** to develop custom Plain English dictionaries. The SMART linguists remove *legalese* to make citizen services easier to understand.

The writers are guided by AI rules in the **MAXit Checker**. These rules show corrections in grammar, vocabulary, syntax and style. US Federal Government agencies must comply with the federal **Plain Writing Act of 2010** and other digital and language mandates.

The AI rules in the **MAXit Checker** help convert *legalese* to Plain English for digitalization, modernization, simplification and data transformation.

The results are materials in clear, concise, Plain English that are easy to read, understand and translate.

Writer Training for Plain English

SMART offers on-line writer training by Microsoft Teams. The SMART trainers have 20+ years of experience teaching and writing Plain English materials.

Our writer training is done in convenient 2-hour sessions that allows the writers to learn the **MAXit Checker** and write Plain English texts.

Management of Plain English Dictionaries

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

Text Mining for Terminology

For large projects, the SMART team offers text mining services to quickly discover unique terminology.

Versions of the MAXit Checker for Plain English
- **Microsoft Word**   (All versions)
- **Adobe FrameMaker**   (FM2020 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. The Starter kit is ideal for *proof-of-concept* to test simplification of citizen services information, policy and procedures.

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.

How to order a MAXit Starter Kit

- Request our MAXit 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 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.)

SMART COMMUNICATIONS, INC.

641 Lexington Ave., 13th Floor
New York, NY 10022 USA
Tel: (212) 486-1894 (-5 GMT)

How to contact us
Email: info@smartny.com

www.smartny.com

Plain English
Simple | Mobile | Global

See example NEXT page

Make the complex Simple

Original text is shown 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 ⑫ automatically be printed on the front of your ⑬DMV-issued photo document.

Explanation of key points for Writers.

① Other languages do not use the possessive form. .
② Do not use auxiliary verbs like may, might, could, should, shall.
③ This adverb does not add any value.
④ Some nouns are not used as verbs. Use only approved verbs.
⑤ This adverb is not necessary.
⑥ Avoid the gerunds (-ing words). They do not show who does the action.
⑦ Use PE date style, avoid obsolete dates, or use international formats.
⑧ Avoid legalese which most citizens do not understand.
⑨ Change *be sure* to the stronger verb **make sure.**
⑩ Rephrase to change verb **consent** to the noun (give consent).
⑪ Rephrase reference to **death**. Use **after your death**.
⑫ This adverb is not necessary.
⑬ Avoid fused adjectives which do not translate.

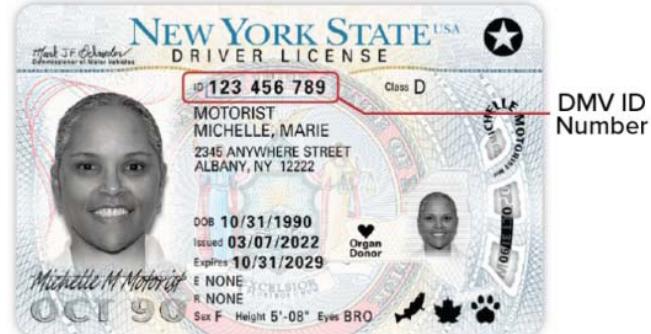## Text rewritten with MAXit for Plain English

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*.

You can enroll 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 to 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.

New York State DMV translates high-use documents into 18+ languages. The Plain English versions make computer-aided translations easier, faster at a lower cost.

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

COMMENT S'INSCRIRE AU «DONATE LIFE REGISTRY» GÉRÉ PARLE 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.

IMPORTANT : l'expression anglaise « **ORGAN DONOR** » figure sur le recto de votre permis de conduire.

SMART COMMUNICATIONS, INC.

We welcome questions and comments.

Email: info@smartny.com
www.smartny.com