



Shufra

Simplified Technical English (ASD-STE100) as the basis for global documentation

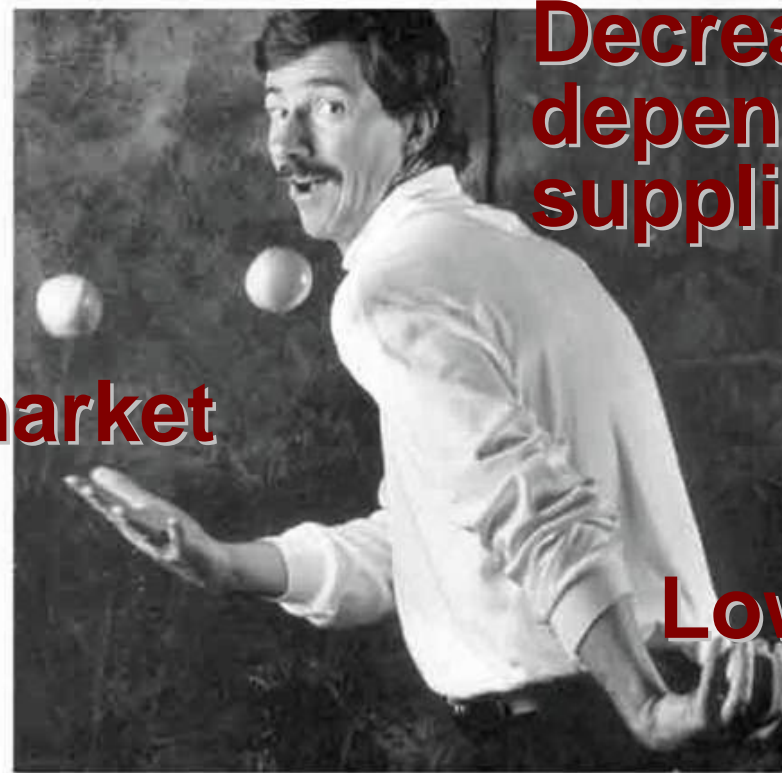
by Ms. Shumin Chen and Dr. Frans Wijma



SimpliWise

Business requirements

Time-to-market



**Decrease
dependence on
suppliers**

Lower cost



Why Simplified English?

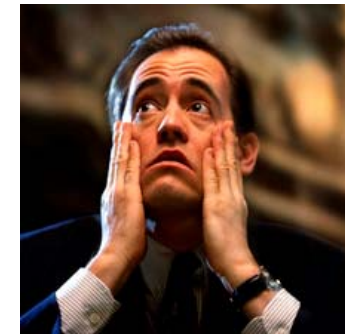
- Technical documentation is mostly written in **English**
- English is the most “**global**” language
- However, English has a huge vocabulary (700,000 words) and **complex grammar**
- Many words are redundant or **ambiguous**
- You must consider **your audience**



The problems

- Confusion
- High translation **cost**
- Translation **quality**
- Unnecessary **downtime**
- Ineffective training
- Damage to the product
- **Safety** issues

I'm late and
over budget!!!



“They find a lesson while others only see a problem” – from the book *50 Things Successful People Have in Common*



History of Simplified English

- 1970: US Federal Government proposes **Plain English** for **communications with the public**
- 1982: AECMA develops **Simplified English** for aircraft **maintenance documentation**
- 2004: AECMA is renamed ASD, Simplified English becomes **Simplified Technical English (ASD-STE100)**; the specification is now required for most commercial and many military platforms, and used in many other industries, including machinery, IT, medical equipment, consumer products and banking



What is Simplified English?

- Set of 57 **writing rules**
- **General vocabulary** (approx. 930 words)
- List of non-approved words and **approved synonyms**
- Guidelines for **customer-specific terms** (Technical Names and Technical Verbs)
- Most important and **universal standard** for technical English



Benefits of Simplified English

- **Consistency**
- **Standardised** way of writing
- **Quality** improvement
- **Cost** savings
- **Time** savings
- Provide **accurate** information to the reader
- Facilitate **re-use** and **Content Management**
- **Cheaper, faster and better** translations



Some of the rules (1/2)

Only use approved words.

Do not write: *Visually inspect the heat exchanger.*

Write: ***Do a visual inspection of the heat exchanger.***

or

Examine the heat exchanger for damage.

Do not write: *Fluorescent-penetrant inspect the membrane.*

Write: ***Do a fluorescent-penetrant inspection of the membrane.***



Some of the rules (2/2)

- Do not make long sentences (max. 20 words for procedures, 25 words for descriptive text).
- Do not use clusters of more than 3 nouns.
- Only use **simple verb tenses**.
- When you give an instruction, use the imperative form of the verb.



Have a look (1/2)

Pulsed fluoroscopy

In pulsed fluoroscopy mode, the system emits radiation pulses as long as you press the radiation switch.

Pulse rate

You may adjust the pulse rate. The lower the pulse rate setting, the lower the radiation dose. Use the pulse rate to select whether you want to work in normal mode or low mode. For the normal mode select 25 pulses/s or 30 pulses/s, for the low mode ≤ 8 pulses/s or ≤ 10 pulses/s.

Pulsed fluoroscopy

While you push the radiation switch, the system emits radiation pulses.

Pulse rate

You can adjust the pulse rate. For a lower radiation dose, use a lower pulse rate. For normal mode, set the pulse rate to 25 pulses/s or 30 pulses/s. For low mode, set the pulse rate to 8 pulses/s or 10 pulses/s.



Have a look (2/2)

Control panel

The C-arm stand and the monitor cart each have a control panel screen. These screens show the same control panel. Each panel lets you operate the system. The panels have different controls for different functions.

The control panel is a touch screen. To operate the system, touch the correct button or option on the screen.

Control panel

Both the C-arm stand and the monitor cart have a control panel. The two control panels always show the same screen, enabling you to use any of them for system operation. Depending on the selected function, other controls (buttons, input boxes, displays, etc.) will appear on the control panel screen.

The **Vision Center** control panel is designed as a touch screen. For system operation, just press the desired button or option directly on the touch screen.



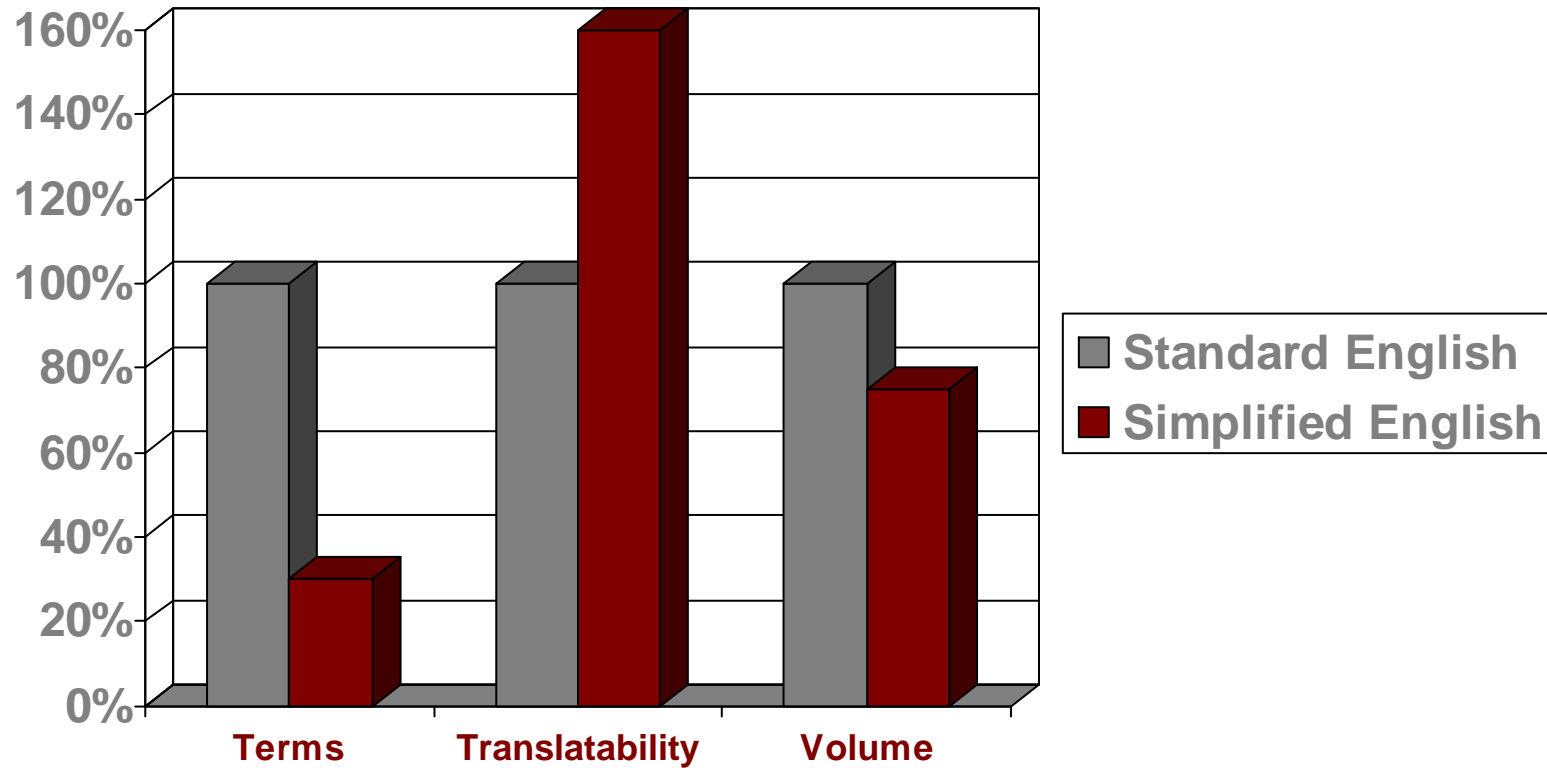
Cost savings

- Reduced text volume (typically 25%)
- Reduced translation cost (typically 35%):
 - less text to translate
 - better yield from translation memory
- Fewer change cycles
- Improved **efficiency**
- **Faster time-to-market**
- Less cost caused by communication issues





Statistics





Implementation

- Checker software
(Boeing Simplified English Checker, acrolinx IQ)
- Dictionary building
- Training
- Writing / editing
- Consultancy



Dictionary building

- **Terminology** (Technical Names and Technical Verbs) is company-specific and must be established in addition to the general vocabulary
- **Text mining** on **legacy documentation** to find **company-specific terms**
- Average size of custom dictionary is approx. 2000 words
- STE only allows the use of approved (i.e. documented, unique and unambiguous) words:
one word – one meaning
- Customer can maintain dictionary



Training

- Training is necessary to learn the rules, how to apply them in practice and how to **avoid common pitfalls**
- 2 - 3 days on-site or shared classes
- 5 - 10 participants
- **Syntax**
- **Vocabulary**
- **Terminology**
- Use of **checker software**
- Approaches towards **writing, rewriting, updating**





About us



Dr. Frans Wijma has a background in electrical engineering and linguistics. He has been working as a consultant with customers in various industries worldwide and is widely regarded as a leading expert in Simplified Technical English, aviation documentation and multilingual documentation. In addition, he is a regular speaker at language and industry events, fluent in 10 languages and a private pilot.

Ms. Shumin Chen has been working with customers in various industries worldwide, helping them with their translation needs and the implementation of Simplified Technical English. Ms. Chen is fluent in English, Mandarin Chinese and German. She studied Life Sciences at the National University of Singapore.



Mr. Sagi Adiv represents Shufra in **Israel**. He is the founder of SimpliWise and has vast experience in the field of localization.



Thank you

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