Lukas (00:00):

Welcome everybody to our webinar today. The topic of the webinar is about how you can edit and publish faster using PerfectIt and Typefi together. So we'll show some demos, we'll talk a little bit about how the tools kind of fit together and complement each other and we'll get into that all in just a couple minutes. So just to introduce everybody who's going to be speaking, we have Daniel Heuman from PerfectIt, he's the CEO. We have Caleb Clauset from Typefi, our VP Product, and then I'm Lukas Kaefer, the Marketing Manager at Typefi. And we'll be hearing from Daniel and Caleb in just a moment. Zoom, I'm sure most of you, if not all are familiar, we ask that you please just stay muted during the presentation. But if you have a question there will be Q&A at the end and you can please feel free to unmute at that point, post a question in the chat, we'll go through the chat and make sure we get to as many questions as possible.

(01:04):

We are recording this and the recording will be available within a day. I'll email that to everyone. So quick background of Typefi. We are software company. We make tools to help you do more, to help you publish more and publish faster and edit faster. So we have really two tools that are kind of relevant to this webinar. We have an automated publishing system for InDesign. It's really fast, publish up to a thousand pages per hour, produce all the most common outputs, produce accessible outputs. We can do it all, and we automate that production side. And we also have an XML editorial software for Microsoft Word that complements PerfectIt in the sense that it automates some of the things PerfectIt might not be able to do. And they kind of complement each other quite well. So we'll talk about that a little bit more as we get into it.

(01:57):

But this is what the automated publishing system does that Typefi offers. It automatically composes and paginates full documents, complex, very long documents, it can handle all that. You see it placing the images, making decisions here. So that's Typefi basically in a nutshell. And then we have PerfectIt on the other side, which Daniel will probably explain much better than me, but it's a consistency and house style checker for Microsoft Word. It's scans documents for editorial issues like missing acronym definitions, inconsistent capitalisation, spellings. It guides you through fixing those issues. So there's that element of human judgement which is important for a lot of workflows, and it saves hours of manual checks. So it's a very powerful tool, and this is kind of the high level how they might fit together. PerfectIt, like I said, human judgement editorial review, things like acronyms, abbreviations, things that require some context to really make the decision.

(02:59):

Typefi Orion on the other hand can do more of the batch automation. If you have something that's like, boom, I just want to change that through the document, you can automate that with Orion and export to XML, and then Typefi can take you that final step to actually produce and publish whatever it is you're working on. So that's sort of high level how these tools work together. We will show some demos and kind of explain that a little bit more in detail right now. So I'm going to turn it over to Daniel now who's going to show us and talk a little bit about PerfectIt. So go ahead Daniel.

Daniel (03:37):

So a very tiny bit about us, we launched in 2009, so like Typefi, we've been around a while. It doesn't sound very long in sort of publishing world, but in the tech world that counts for a very long time. And we are very much the leading proofreading editing software for professional editors. So I won't go into all of the details of customer lists and that sort of thing, but I want to highlight the partnerships we have. We are the official proofreading software of the Chicago Manual of Style and have a formal partnership with the Microsoft Writing Style Guide. To sum up all of the history and 16 years of work, I guess in four words I would say it's all about consistency. So people talk about that concept of publishing in one voice,

which sounds fairly straightforward and simple, certainly memorable, but the reality of it is so much harder than it sounds, right?

(04:35):

The reality of producing documents in probably any of your organisations is tight deadlines, rules that need to be followed, house style that needs to be followed, which might be fine if there's just one author, but there's rarely one author. If you've got multiple authors with their own styles and each needs to follow a guidance that they're trying to keep in their head, that's really difficult and the result is inconsistency and it slows everything down and it increases costs. So where does PerfectIt fit in? Well, it's a Microsoft Word add-in and it's really easy to use. It runs straight from the ribbon and it has two broad levels of functionality so you can use it to check consistency and you can use it, you can build in your preferences to enforce your house style. And this is going to shock you, right? This next slide is going to blow your mind.

(05:26):

This 20 minute presentation is an AI free conversation about editorial in 2025. We are not talking about AI here. The software is very clever in its way, but there's no AI in the software. We are not an AI company. We are not an AI led company, AI first company. I forget all the other things people call themselves. At PerfectIt, we believe that people make the best editing decisions and they always will. And what our software is doing is helping people edit faster and better. We can talk about AI another time. We think it's fascinating. We have an AI product but that's nothing to do with this. PerfectIt when it comes to data does not send any data anywhere for any reason.

(06:10):

And the thing is, with that AI bit firmly out of the way, there's an awful lot that you can do to speed up editorial that has nothing to do with AI, and it's all about the power of human judgement . So what does PerfectIt do? It does things like look for hyphenation inconsistency. And it's not an AI, it doesn't know what's right. What it knows is that something is a difficult editorial decision and that it could really use human attention because software's not good at that. AI's not good at that. What's really good is having a professional editor take a close look at those judgement calls because you ask an advanced editor, what is your rule on this? The first two words they will always say is, "it depends." That's why PerfectIt is so useful. It takes those difficult editorial judgments and lets you make a decision on them fast.

(07:00):

So that can be hyphenation, spelling, capitalisation, is it capital F for federal or is it lowercase f? It's definitely not both in the same document, except for situations where it is, right? It can have different meanings when it's referring to something specific and more general. So PerfectIt lets you make all those judgements in a way that you can't otherwise. You can build in your rules. It will do its best to identify every acronym in a document and link to its definition. And once it's figured that out, you can do useful things like, have you used acronyms before you've defined them? You can build in preferences like brand names and sensitive terms. We'll come back to some of that. So that's consistency, and on that bit I was just covering, which is how style, you can build your rules in. So when you build a rule in, it's not going to go and automatically do them. What it's going to do is flag something for your attention. You're building in terms, you want to take a closer look. Maybe there's a replacement, maybe there's not. Maybe it just needs to be inspected and you can build that around whatever rules your organisation has. And if you're following multiple guides, you can build them all in and use one for each project, one for each document, you are in control.

(08:15):

On top of that we have this partnership with the Chicago Manual of Style. And what that means is you can check for Chicago Manual of Style rules. And even if you're not following the Chicago Manual of Style per se, often people are following the Chicago Manual of Style without realising it. So if you're

following, for example, the AMA Manual of Style, the AMA Manual of Style refers to Chicago for anything that's not in AMA style, check Chicago. So Chicago is just this incredible reference style. It's at the root of, including Microsoft style, it's at the root of so many other styles and you can have that enforcement just brought in if you're a subscriber to CMOS online.

([08:59](#)):

And the best thing is you can mix the two. So it's not that you are doing Chicago or your own preferences, you're building the two together. So it's enforcing exactly your house style, the way it's intended to be enforced. And where that sort of judgement fits is that Typefi Orion is this great choice for anything that's truly automated. A nice example is non-breaking spaces. You do not need to pause on every space that should be a non-breaking space and carefully inspect the location to see for other things. You can just, you really want that just taken out of the process and automated. So where there's a clear automation, where there's a rule like non-breaking spaces that always goes one way, Typefi Orion is great for that. But automation has its limits. It hits this stage where you can really use editorial review, and for making editorial review faster for highlighting the things that you want to take a closer look at, that's where PerfectIt comes in. And then of course Typefi for the final ending to automate the actual document. You can see that more clearly than my stumbling explanation in this diagram. So what you can see here is that you start with a draught, when it gets the editorial review phase, you've got two products you can mix and match. You can have Typefi Orion for that automation. You can have PerfectIt for consistency for house style, for the areas with judgement. You can use one of them, you can use both of them. The idea is it fits your workflow and then things go off to Typefi for that final sort of move to publication.

([10:31](#)):

Where does that apply? So in all sorts of situations, excuse me, you're working on textbooks or other education materials, what are the challenges? You've got multiple authors, you've got one guide or one book that then has to be in multiple countries. These things get updated and you need to come back to them and guidance and rules and publication change with it. PerfectIt's ability to build in-house styles, and especially with that Chicago Manual integration, mean that you can easily keep up and enforce those rules and you can mix different regional spellings. So you can choose your style plus Canadian spelling, your style plus UK spelling, your style plus US spelling and mix and match those round to do very quick check on localization. Within financial and regulated industries, PerfectIt's used in 80% of the world's biggest pharmaceutical companies and it's used across the entire medical writing team in those companies.

([11:35](#)):

And the reason why is that they are working on very time-sensitive materials. If you think about drug development, well if one pharma company beats another to a drug, that's a billion dollars. So they have teams of medical writers who need to work extremely quickly and they use PerfectIt to check their preferences, to ensure compliance, to make sure everything is up to the kind of QC level they need. And maybe the most important thing it's doing or the reason why they choose PerfectIt over anything else is security, right? These are very, very sensitive documents. Things cannot get out there. And the fact that PerfectIt does not go online, it is not an AI, it sends no data anywhere for any reason. That's just extremely valuable in regulated industries and any place like that. If you're doing scholarly publishing, well every journal has its own style and maybe that's an exaggeration, but certainly every group of journals do have their own style and keeping track of which are the rules for which journal is just an extraordinary challenge. And I bet some of the people on this call have to do it in their head and it's just too much and too difficult. And with PerfectIt, what you can do is you can build a different style for each one of those groups of journals. So you are building in the rules and you don't have to remember them.

([13:02](#)):

And in NGOs and in Development, you are talking about lots and lots of authors contributing to a report and of course each author brings their own style. Each author brings their own way of writing and their

own preferences. And that is the exact opposite of publishing in one voice, which is the concept we started out with in this presentation. So the power of PerfectIt here is that once you've built in your style, you build it in once and then every single author gets the same rule check that they can just run through, and the same guidance. So you're getting that uniformity and you really are getting that sense of one voice. You put those together and what it means is that you have this kind of editorial review stage where you are polishing with PerfectIt polishing with Typefi Orion and going as quickly as you can through that editorial review while still getting human attention everywhere that needs it. And then it's passed on to Typefi. We'll see more about that later in terms of producing the actual document. And with that I will jump in and do a bit of a demo.

(14:14):

Okay, so PerfectIt is, I'm going to zoom in just a little bit so you can see more of the document. So PerfectIt is super easy to use. Runs in the ribbon. So I'm in Microsoft Word and then I'm clicking launch PerfectIt. And what you'll see is that big blue start button and I'm literally just going to click that. And what I'm doing to begin with is running PerfectIt straight out of the box, no style turned on just with its consistency checking function and let's see what it comes up with. So it says it's looking for phrases with and without a hyphen. And it takes a little while there. I'm going to stress this again, it takes a little while. When it takes a while, it's not sending any data anywhere. It takes a little while because it's doing a lot. And when it's done its analysis, it says a phrase appears with and without a hyphen.

(15:05):

And the phrase that it's found is "decision making" with a space or "decision-making" with a hyphen, it has no idea what's right. It just knows those two might not belong in the same document. They might, there are situations where it could I guess, but let's take a look what it's doing. We click the button, I'll do it a bit slower, right? It's giving you the choice of decision-making with a space or with a hyphen. And if I want it with a space, I can see the list and there's only one in this case, but you'll see more later probably.

(15:37):

And it takes us to the location to fix and we can look and inspect and we can see this kind of preview here. So "decision-making concerning" and over here, "consensus decision-making." I am unsure what is right if I'm honest there. I try to do these documents live and someone on this call probably knows. I'm going to go ahead and think, I think that's with a hyphen, so I'm going to click fix. And that's it. We've taken that inconsistency out. And the weird thing about inconsistencies is that they are so hard to spot manually and yet somehow they jump out at readers and they think, oh well if this document doesn't, if the authors here don't even know how to hyphenate decision-making consistently, then what else don't they know? Go one to the next one. It says again, a phrase appears with and without a hyphen. And this time it's found low income, and it's "low income" with a space or "low-income" with a hyphen.

(16:31):

There's one location with a space here, low income households. And here we have the context here. I always check the context, right? I'm looking to see how is it used because there could be reasons for an inconsistency. In this case, I'm seeing that it's always before a noun, low-income people, low-income households. So I'm fairly confident this time, I didn't really know the last one, but this one I'm pretty confident it should be hyphenated. So I'm going to click fix because it's the compound adjective before a noun, and then press next. Now it's found a name. I have no idea what the MPP Dairy is, but when I use PerfectIt, I can see all the locations both with and without a hyphen. And what I see is that almost every single location in the document is MPP-Dairy, and in particular this one, the Margin Protection Programme for Dairy Producers where it's literally defined. We've got the acronym, we've got the full definition and that first one, they've very carefully hyphenated it. They've hyphenated in nine other places. So I kind of know which one's wrong. I'm pretty confident that's the wrong one. I'm going to click fix.

(17:42):

And you can think about doing this process manually. You know how that goes, right? You're going through, you're marking each hyphenation in a style sheet and you're going back and doing find replace and it's just so much faster. It does a lot more than check hyphenation. Let's jump ahead. Let's do something like, sorry, I'll slow, I'll go slow down. These are all the different checks that PerfectIt runs. So you can see there's a whole sequence. We're not going to do all of that today, but I do want to do a few of them. So I do spelling variations. And it's easy to think about this as being a US/UK kind of thing, but it's not. There are spelling variations within each one of those. So what has it found? It's found "centre" with an ER or "centre" with an RE. And we can see RE is here, this is centre with an RE.

(18:35):

And then what about the other way around, right? This is really useful. PerfectIt is not right here. All the other ones were genuine consistency mistakes. But here, this is why you need editorial review. Look, it's got centre with an RE, centre with an RE, centre with an RE. And each time it's referring to the concept of centre, but this one is Centres for Disease Control and Prevention. This one is the Export Enforcement Coordination Centre, ER. This is the St. Alphonsus Medical Centre, ER. And this is the Centres of Excellence and Expertise. Those are all four named very, very carefully. And the idea with PerfectIt is we're not going to automate that. We're going to have that, you look and you see and you don't automatically click fix. You inspect each location. So you'll see this time I'm not clicking fix, I'm just going to click next.

(19:25):

I can't do this one. I'm half British and half American and defence with an S versus C is one of my all time weaknesses. Let's just see, and I will not be able to edit this. I am not going to appeal for help on the call, but I'll just be honest and say this is such a difficult one. But you can see it's a mixture, right? We can see that that is the name of a Food Defence Plan. It's a title. The Director of Defence Trade Controls is a title. Then we've got defence with the SE in defence services, that's general. And then Department of Defence is a title again. But then over here we have defence with a CE and we have it twice. And here we have it twice more with being named things. So I'm going to say then this document's probably SE and I'm going to click the instances of CE. That's not a name, that's actually not a name. That's the start of a sentence. So I would change that one too.

(20:23):

I'm going to swiftly move on from spelling variations and do something more. Let's do acronyms. As I said, PerfectIt does its best to identify every acronym in the document and then it'll do its best to link those to definitions. And once you've done that, you can do all sorts of really good analysis. And it's quite rare to find this error, and I did do a little check on this document before. This is the first document I've ever seen that has this error twice. It's the very worst mistake you can make with acronyms, right? What's happened here is an abbreviation, an acronym defined two ways. So FFP is used in this document to be the Fisheries Finance Programme as well as the Feedstock Flexibility Programme. And if you've used FFP anywhere else in the document, that's just chaos. No idea what someone's talking about. That is probably the single worst mistake you can make with acronyms. I've never before seen a document where it happens twice. But check this out, two times. Trade Adjustment Assistance and Trade Agreements Act. It's got both definitions it's found, and just who knows what to do with that? Well PerfectIt will show you every single location of TAA as well. So you can see and go through which one of those TAAs do they actually mean? Looking at it, I'm wondering if it's TAAF and maybe it's getting confused there.

(21:54):

So there, it may not be two full instances, but we have to spend more time with the document to figure that one out. There's certainly at least one of this very worst mistake here. Let's go on and let's see what else it can do. So acronyms be used before the definition. Love this. They're very carefully defined. North

American Free Trade Agreement is NAFTA on page 63. Unfortunately, what page are we on here? Page 10. We just used NAFTA anyway, so it's the wrong way around. And then we've used it again and again, and only defined it so much later. So here it needs to be, the first instance needs to be defined. I click fix and what you can see is taken NAFTA and now it's put the definition there. We don't need to define it again on page 63, just click fix, and now we've got that the right way round.

(22:44):

I'm going to speed past this because I know I'm coming up to the end of time on this demo, so I'm going to do one more and then I'll show you one more thing after that. So this is acronyms without definitions. Another really bad issue, right? If you've left an acronym in the document, well I guess in the readers of this might know that DOD is the Department of Defence. How many of them know what CBERA is? I do not. Or BIT? And very quickly before I close then I just want to show you the difference. That was PerfectIt out of the box running consistency. I want to put on the Chicago Manual of Style. As I said, official partnership. I'm going to click start. I'm just going to show you the analysis again, how it looks with the Chicago Manual of Style running when we're enforcing a style. It's different.

(23:32):

We don't have these two options. We have one clear rule and what it says is, "a compound modifier consisting of an LY adverb plus an adjective is usually open both before and after a noun." Long way of saying, hyphenate with an LY. Oh sorry, don't hyphenate, I've got the wrong way around. That's why we use the Chicago Manual. We do not need the hyphen when it's an adverb, click fix, there's supposed to be a space there. Do another one. Same rule. Internationally recognised, not supposed to be hyphenated. If we want to get more detail without going online, without changing context, that's the actual Chicago Manual of Style entry. Their words on why this rule exists or an explanation. So it's teaching the principles as well as showing you that. See if we've got anything other than LY. It still shows you consistency is what that says.

(24:25):

That's very much got the same thing as it was before. Two options. I'll do one more just to show you something that's not hyphenation. It says the phrase "comprised of" is considered non-standard. That's very polite wording from the Chicago Manual of Style there, "considered non-standard." Try "consists of" or alternatively "is composed of." So, "NV is comprised of" they don't like, whereas that "consists of" it's really actually much nicer, isn't it? And then click fix again on this other one. I prefer actually is, oh I don't know, is comprised of, is composed, is comprised of. I would probably say it's comprised of there. Maybe the manual, I don't want to question the Chicago Manual of Style online, but I quite like "is comprised of" in that instance. Maybe "is composed of" is better. I don't want to go wrong, but certainly in the first one I liked it and you can see the vibe here.

(25:19):

And with that I should pass back. Oh, what I'm going to do now is I'm going to take this saved document and I'm going to speed that over to Caleb so that he can run it and you can see it on this exact document. So let me stop sharing and I will do my best. I tried to line as much this up in advance as I could, but we are, we're going to be going at the speed of an email, I'm afraid there'll be a little delay, and that is now sent to you Caleb. Fingers crossed that transfer works and we can actually work on the actual one that I have just been demonstrating with.

Caleb (26:02):

Alright.

Daniel (26:04):

Should be a new thread.

Caleb (26:10):

Alright, we're waiting. We'll give another second. Let's just...

Daniel (26:16):

The title is Fixed Demo Doc, terribly sophisticated and advanced naming from me.

(26:23):

Alright, so here's the file that Daniel just sent me, but at this stage I just want to show a couple things here. That when we look at this document in Word, it's using Word styles, it's Word appearances and so forth. It looks like a Word document. But that's not the branding, that's not, like I want to get the consistent look and feel of what our publications look like and that's where Typefi comes in. So within this Word file, all that we really care about in the content is that it has semantic styles applied to it. We have body text and heading four and so forth. That's what matters. I don't care about the fonts you've used in Word, I don't care about the colours, the sizes, any of that. That can all just be for your use within the authoring process. So Typefi provides a solution around marrying up your content from Microsoft Word with a presentation, a look and feel that we can define within Adobe InDesign.

(27:47):

And so this workflow that I have on the server right here, this allows me to just run this. I can pick and choose, let's see, put this out of the way so I can actually see what I'm doing. My internet's going slow. Here we go. So I'm going to browse for the file that Daniel just sent me and here's the one from just two minutes ago. So I can open that and I'm going to send this to the server. And what this is going to do is it's now going to take that Word document, it's going to sort of break it apart, figure out all the pieces, and then start laying this out in Adobe InDesign using the fonts that my graphic designer has selected, using the colour scheme that they've selected, even using the page size and trim size. So when we think about in Microsoft Word, I don't have to worry about is this US letter or A4 letter or is this a different size for a different kind of publication? That I can just focus on the content and let the presentation happen on the Typefi side of things.

(29:03):

Now it's funny, so when Lukas started, I think he said that Typefi can publish up to a thousand pages per hour. I did the math on this one and I'm actually at the equivalent of 1100 pages per hour with this content. And to be honest, I think that's actually slow. This document that Daniel was editing produces about 49 pages of content once laid out according to the design. And that design includes some tables and some more complex sort of layouts. And so to take two and a half minutes to compose this document works out to be 1,153 pages per hour. So we might have to update that little statistic Lukas and kick it up a notch.

Lukas (30:03):

I'm all for it.

Caleb (30:05):

Alright, so we can see the time of this started at 11:29 and 59 seconds, US East Coast. And I can, if I want to, I can look at the log, sort of how far it's along in this process. We're up to 42 pages, so it should be coming up to the very end. Now, part of this workflow is happening behind the scenes. We start with that Word document. We pull it in, we convert it into an XML format, then lay that out InDesign. And I'm also going to be exporting out a PDF automatically. Now this is going to be a web-ready PDF, and so it's going to be optimised for distribution on the web. One of the really cool things about the way that Typefi works is that if you have mandates or requirements around accessibility, that we can pull in all of the alt text and markup and so forth from your source file so that when we produce that PDF, that PDF is already

going to be Section 508 compliant in the US or compliant with your XML standards in Europe around accessibility.

(31:21):

So let's check in on our output and so we can see the job completed. It took two minutes and 35 seconds to run the whole thing. I have the fully composed InDesign file, I'm not going to open that right now because I just want to look at the PDF. And so we can now open this up inside Acrobat, takes a few seconds to load, and I can start moving through the document and you can see that we moved from a one column layout in Microsoft Word to a two column layout. The colour scheme for my headings is also different from what was seen inside Microsoft Word. And we have some other niceties around annotations in the footer area, the way the page numbers are working. And so everything looks much more professional and it took me no time to do it. We get a table that's being pulled in from Microsoft Word.

(32:18):

Again, this is laid out automatically. You don't have to do anything other than just create the content inside Microsoft Word. So this gives you a really powerful way, taking this idea of consistency, where using PerfectIt to focus on the consistency of the content to make sure it's as crisp and clean and precise possible. Then moving into consistency of the presentation itself, again to make sure that it is crisp and clean and fully adheres to all of your brand requirements. I think we've got, should be some figures down here, maybe towards the bottom or did we cut that out of this demo? Let's keep going.

Daniel (33:02):

Yeah, sorry. It was a very long document to begin with, I just took a middle sort of 50 ish pages.

Caleb (33:07):

Okay. Oh, there we go. There's a figure that dropped in. But you can see the idea here is that we're pulling in and we can intelligently know, oh well this component from the Word file is the figure title. We get a source line and so forth. Not shown in this content I think are maybe there are some in here, there should be some footnotes in the content somewhere. But footnotes, endnotes, index tags, all of that stuff is supported when we pull through from that Word source into this presentation. And so that's really sort of what I wanted to focus on in that, all of this again is just driven by simple configurations where you can set up, here is the pattern I want to use. If I had a different style look and feel, I could substitute in a different InDesign template that used different colours, a different layout, one column versus two columns or maybe three columns, landscape versus portrait, all of that. Just swap in a different template and away you go. And with that, I'm going to stop my share and we can answer any questions or have sort of a little back and forth there.

Lukas (34:44):

Yeah, sure. Yeah. So feel free if you have any questions, I'm just going to leave this up on the screen. Next steps, if anyone's interested in Typefi, if you're a Typefi user, you can licence perfect it through Typefi and there's some perks involved with that. So contact your BDM for more details about that. If you're new to Typefi, you can shoot us an email: sales@typefi.com. And we can set up a more custom demo for you, maybe use some of your own content, give you a sense of how this might work for your exact content. And if you're interested in PerfectIt, if you've never heard of it, you kind of want to get deeper into it, you can actually get a free trial on PerfectIt's website. So yeah, feel free to unmute or post in the chat if you have a question.

Caleb (35:43):

So Daniel, there's a question for you in the chat. Does PerfectIt have a medical speller option?

Daniel (35:49):

We have the World Health Organisation style is built in as one of the options. So same as you saw me choose the Chicago Manual of Style from that list, I went very quickly, why don't I show you that? So right at the start I had, I said we clicked the big blue star button the first time and I came back and I chose Chicago Manual of Style a second time. I could choose World Health Organisation style. And the point about World Health Organisation style is the medical spelling is a beast. And just looking through that style, we worked with Hillary Cadman, a professional editor who works with WH,O to build it and it's just the spellings are so difficult. I dunno how you keep those in your head. I still wouldn't call that a medical speller. I feel like there's a world beyond, there's much beyond World Health Organisation style that it doesn't cover.

(36:45):

And so you would need to build that in yourself if you're working with particular drug names, for example, you would want to build those in. There are different options, you could build in what the most likely misspellings, you could build in the actual drug names, some of which are really difficult, and it will just look for things that are really close to it and suggest if it's gone wrong. So yes, we certainly have World Health Organization's style. I wouldn't want to advertise that as a complete medical speller, but it's gone a significant amount of the way and you can build in more.

Caleb (37:21):

All right, the next question looks like it's to me actually around the Word to InDesign connection and yeah, that's actually, so the question is do we need to change the way that we're working where we have our Word files and InDesign set up to use the same style names? And the answer is no. That's exactly the way that Typefi is set up. And so by the nature of having those styles match up, that's where we can disregard the look and feel from Word. When we come into InDesign, say, oh well you have body text in Word? Here's the body text definition in InDesign that looks like this instead. So no changes at all. Daniel, next question is for you. Can users set up new custom rules apart from the ones in a given style guide?

Daniel (38:08):

New custom rules? I mean you can build in anything that you want in terms, so I guess it depends what you mean by a rule, but my default answer to that is certainly yes, can build in. We have so many options built in. Why don't I show you again? That's going to be the best way to do this. You can build in so many things into here. So you build in your house style, you can't build in absolutely everything, but you can build in great swaths of it. So let's go to manage styles and let's create a new style and what should we do? Oh, well, let's imagine Typefi have their own style, that's going to be confusing. I won't do that to them.

(38:49):

I dunno. Let's go with Acme as style, classic style, whatever your style is, you choose to build a new one and you create a new, sorry. Once we created a new one, we can just edit it. I'm not going to go through this screen today. It's going to seem a little bit confusing. We've actually got a whole new product coming out that simplifies it, and with every PerfectIt subscription. And if you are already on PerfectIt, we have Enterprise, we have lots of training to help you do this, but I'm going to show you fairly quickly the level of options you can build in. And it's everything you just saw. You want to build in a preferred spelling? You can absolutely build in. What do we have? We had decision making. We had centres. I'm trying to think of something that'd be good for this particular audience. I don't know.

(39:43):

We had someone in medical, so maybe we could do a medical term. We often have, with regulatory writing, we often have confusion around patient and subject. When you're going through the regulatory process, it's really important that when you're doing clinical trials, you need to get the right term. Is it patient or subject or participant? And I can build, look for patient, replace with subject, and obviously it's not going to go and replace them, it's just going to flag patient and suggest subject. And we could even put a little instruction to go with that. We could say, "if doing a clinical trial avoid patient." We could also build another one in for participant. Well, I'll show you actually again, if I click here and I just change this one to participant, can't remember the same word, but we could have the plural could go this way, patients, participants, and we could add that. So you see it's really quick to build in rules and you can see from this screen all sorts of settings, different things around italic, like superscript, subscript, wild cards, you can build in practically anything there. So lots and lots of options for building in your own rules. I won't say it's everything, but it is more than any other software product out there, certainly.

Caleb (41:08):

Awesome. We have another question for you. Can you expand on your no AI statement?

Daniel (41:18):

Absolutely. So the fact it was, as I say, first designed in 2009, and it's just using layers and layers of pattern matching and it's very, very carefully built around the kind of patterns you see in Word. So if it's looking for inconsistent capitalisation, that's kind of magic what it's doing, but it's not going to stop on a heading. It's not going to stop in the beginning of a sentence because it can just use patterns to know, well, look, that's in heading one, it's probably a heading. That's the start of a paragraph. It's the beginning of a sentence. It comes after a period, that's the beginning of a sentence. That's a name, we know it knows those from elsewhere. So it's not going to pick up things that waste your time. It's going to isolate things that are really difficult editorial decisions and then it doesn't know what's right.

(42:15):

All it's doing is taking these difficult things. It does seem like magic. It does seem like an AI would be at work, but it's not. It's just layers of pattern matching. So there's no LLMs, SLMs, natural language processing, any of that stuff. It's not part of the product. It never has been. We have no plans to include it. As I say, we do have a completely separate AI product that's not part of this conversation, not part of this partnership. And it's now available, it's called DraftSmith. Very useful, especially for converting, if you're working with English second language authors. But I feel like that's a good use for AI where it's actually, for this sort of work I don't think you need AI. That's why I said it'd be an AI free conversation.

Caleb (43:01):

Alright, the next question I see here I think is getting to, do you have a list of the available style sheets that PerfectIt comes with?

Daniel (43:12):

I'll just do that same thing way, way slower. I apologise. I've been using PerfectIt for a little while, so I tend to go really quickly. If I just slow down on this screen. Oops, we got this one still open. Acme style is now in the list. Those are the ones that are built into the product. And then you can build in, with the exception of Acme style, which I just added. Those are the ones that're built in. So if you want me to read them out, American Legal Style is really good for obviously US legal market, US lawyers. Australian government style is, to be honest, a little out of date, but it's very close still to what Australian government will use. It has force, that's a spelling, so Australian spelling, Canadian spelling, UK spelling, US spelling, and then major institutions. We've got EU style, UN style, and WHO style. And then we

have the formal partnerships. We have the Chicago Manual of Style and Microsoft Style. And then I skipped GPO Style, which is a US government publications office.

Caleb (44:15):

All right, so there's another question for me. Let me get over to share my screen here. So when you are configuring a workflow, I'm just going to add on here. So right now I have export to PDF as my last sort of stage. If I want to add another output from InDesign, I can say export to EPUB, export to interactive PDF. I can even export into just raster versions of the file. I can export every page as a JPEG or a PNG and so forth. So you have a lot of flexibility to extend and augment this. Now, the caveat that we always sort of place here is that producing a print, print like PDF is quite different from a reflowable EPUB. And so you may have a different InDesign template that you use that's designed around, well, here's how the content needs to be structured for an EPUB. But the point of this is that the Typefi Server gives you a kit of parts and you can choose how you want to use those parts to achieve your goals. If you want to make EPUBs, absolutely, we can do that.

Guy (45:39):

I do, as product owner for that part, I also want to add for those that are interested, InDesign is not required to produce EPUB. It is a possibility if that's the best solution based on what you're doing. But we also have a direct from DOCX via our XML to EPUB, which is much faster and doesn't necessarily require InDesign. We released that, I think two months ago, six weeks ago or something. So it's...

Caleb (46:11):

All right. I think we have hit all the questions that I see in the chat.

Lukas (46:18):

Yeah, it looks like. I think we covered it, and we are at time.

Daniel (46:26):

Exactly to time.

Lukas (46:27):

Yeah, we did good, guys. All right. I just posted those next steps in the chat if anybody wants our email. Also, I believe Daniel, the best email for you guys would be sales at intelligent? Oh, at perfectit.com. Okay, perfect. That's easy. sales@perfectit.com. All right, cool. Alright, thanks everybody. Have a great day and we'll see you soon.

Daniel (46:57):

Thank you everyone.

Guy (46:57):

Thank you all. So cool.