



Frequently Asked Questions

What is ReadSmart?

ReadSmart is a new, intelligent approach to the old technology of typesetting. ReadSmart improves reading abilities including comprehension, speed and persuasiveness. Backed by over 40 years of research, ReadSmart is based on cognitive science, linguistics, neuroscience, psychology and computer science.

What does ReadSmart do?

ReadSmart bends the rules of typographic practice by making small, customized calibrations to every character and adjusts word/phrase spacing to improve the understanding and appearance of the text. Although these sophisticated modifications to the composition of the text are very subtle, the results of improved reading are powerful.

What doesn't ReadSmart do?

ReadSmart makes no changes to vocabulary, word order or grammar – layouts, fonts, punctuation, sentences and other structures are unchanged as well as the total amount of space used. ReadSmart won't improve the gist of your copy; but it will make it much easier to read.

Why are we just hearing about ReadSmart now?

Psycholinguistics, the science of reading, has been studied for decades. The principles behind ReadSmart phrase formatting have been understood for almost that long. But until now, there hasn't been an efficient, cost effective and quick method of applying the science to the text. ReadSmart has created a patented computer program that analyzes the text, applies the subtle changes and mates it to the printing process.

How does ReadSmart work?

Your desktop publishing documents (Quark® Xpress® or Adobe® InDesign® files) along with the embedded art and fonts used are sent to ReadSmart in the same manner that you would send them to your printer. Our service bureau receives your document and applies the ReadSmart process to it. Each document is custom-analyzed, creating a unique library of the letters, words and phrases that you use. ReadSmart then makes small variations to the spacing between letters, spaces, words, size of letters and words and line endings based on the linguistic, psychological and informational properties of the text. These minute but sophisticated adjustments optimize your message. You receive in return a perfectly ReadSmart formatted document that is a print-ready PDF.

Why should someone use ReadSmart?

The reading experience is enhanced after using ReadSmart formatting. ReadSmart has been shown to enhance results for direct mail. It also works for advertising, textbooks, digital and mobile publishing. Pretty much any text with sentences can benefit from ReadSmart technology.

How long do I need to allow in my production schedule for ReadSmart processing?

24-48 hours.

Can ReadSmart be used with variable length personalization?

Yes. ReadSmart can be used with variable length personalization. Contact ReadSmart or an Authorized Provider for specific instructions.

What does ReadSmart cost?

ReadSmart formatting is surprisingly affordable. Contact your Approved Provider for details.

Do I have to pay for ReadSmart each time I use the same document?

No, once a document has had ReadSmart applied to it you may use it as much as you would like. It should be treated as a printed piece. If you decide to change or edit a piece that has already been formatted, you should have the ReadSmart formatting applied again, as the sophisticated spacing algorithms will have been affected.

Should we expect improved results from using ReadSmart?

ReadSmart increases reading speed, retention, comprehension, reading enjoyment and persuasiveness of text it has been applied to. ReadSmart increases response rates, first time responders and contribution or purchase amounts in testing. Some users find that ReadSmart at times can result in significant improvements while others find the differences negligible. Although there are no guarantees, we always encourage our customers to test the improvements themselves.

Can ReadSmart be used with electronic publishing to mobile devices?

Absolutely yes. Current translation software (print design to electronic media) strips out / homogenizes design characteristics that aid in readability of any text. ReadSmart Digital Editions patented translation software retains all original design / readability characteristics while optimizing the presentation for a particular mobile device's screen size and shape. Currently iPhone, iPod Touch and iPad translations are available.

Android, Blackberry and others are under development. There is a ReadSmart book store as an approved Apple application.

Can ReadSmart be used in a language other than English?

Not at this time although it is technologically possible.

If I still have questions, how do I get answers?

Please feel free to contact us at ReadSmart or contact any ReadSmart Approved Provider.

What is an Approved Provider?

A ReadSmart Approved Provider is a partner with ReadSmart in providing these formatting services. In fact, only our network of Providers are authorized to provide ReadSmart formatting. Our Providers are comprised of a network of well-known regional and national printers, mail facilities, production and creative agencies. Just look for this seal:



Visit us on the web at www.readsmart.com or call today, toll-free to 1-877-501-7323.