In this issue:

ISTC news

Alan Fisk to receive TCeurope Award 2006

ISTC Fellow **Alan Fisk** will be bestowed the TCeurope Award 2006 for services to technical communication in Europe. The TCeurope award is bestowed for outstanding merits in the field of the co-operation of the TC societies and the improvement of the profession in Europe. Alan was the ISTC delegate in two European projects and contributed to the development of the SecureDoc and the TecDoc-Net guidelines. He was among the founding members of TCeurope in 2002 and has been the Secretary of TCeurope ever since.

Technical illustrator **Leo Adank**, who is also a member of the Studiekring voor Technische Informatie en Communicatie (STIC) board in the Netherlands and a board member (Vice-Treasurer) of TCeurope, will present the award to Alan at the ISTC Conference in October.

President of TCeurope, **Hanna Risku**, said to Alan, "I cannot think of a person that would deserve this nomination more than you do. Your engagement has been there from the very beginning and enabled the European co-operation to flourish. I am looking forward to further co-operation and want to thank you for all the extremely valuable input that you have given."

Before the TCeurope board meeting, all delegates of the European TC societies with membership in TCeurope are asked to send proposals for the yearly TCeurope award. The candidates are then presented during the Annual General Meeting, which was held in Sophia Antipolis, France, this year. The choice, which Hanna says was an easy one this year, is made together at the AGM.

The TCeurope award has been bestowed three times so far to **Brigitte Beutenmüller** (2003), **Johann Nasström** (2004) and **Carl-Heinz Gabriel** (2005).

You can find TCeurope at www.tceurope.org.

Craig Scott

We are very sad to announce the death on 22 April of former ISTC Council member **Craig Scott**, after a brief and brave fight against cancer.

Craig's wife Sarah said, "There will be no floral tributes at the funeral, but if anyone feels moved to make a charity donation, Craig supported Amnesty International and the Born Free Foundation, and as he found the Macmillan nurse so helpful and supportive, I would add Macmillan Cancer Relief to the list – or any worthwhile cause would be fine."

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European news

New English magazine from tekom

The ISTC's German sister society tekom has issued the first edition of a new English-language magazine, *tcworld*. The magazine is sent out together with tekom's quarterly journal, *technische kommunikation*.

Tekom says "*tcworld* is not another magazine for technical writers, but a magazine that should be of interest for technical writers. *tcworld* is much more a magazine for companies on international markets. *tcworld* addresses leaders in all fields, who deal with questions of communication at home as well as in foreign markets."

![The Fourth Annual Conference on Technical Communication Management — LavaCon — Oct. 1–4, 2006 — Kauai, Hawaii — www.lavacon.org]

The magazine features various issues relating to technical communication, including internationally acting and communicating companies and their managers, companies' best practices in international information management and cultural challenges facing international companies.

To download a PDF copy of *tcworld* go to http://tinyurl.co.uk/1gyg.

To receive a regular copy of *tcworld*, e-mail info@tekom.de.

Letters to the Editor

We are conducting a study on editing that received the Society for Technical Communications (STC) $10,000 Research Award this past year. The entire study focuses on studying editing from the author's point of view, a relatively unexplored viewpoint in our field's research. We want to study the variables that affect whether an author makes the changes an editor suggests and to understand the conceptions authors have of the editorial process – and to see if these factors change across cultures and native languages.

Participation is simple. If your writing has been edited, please take the survey by clicking on the link below. If you have performed editing, please forward the link to the three people whose work you edit most frequently, and copy my e-mail address on the invitation (angela.eaton@ttu.edu). If you are editing for fewer than three persons, please feel free to invite fewer people. If you are not currently editing an author's work, but you are in touch with authors whose work you used to edit, please extend them an invitation.

To participate, please use this link: http://english.ttu.edu/EatonSurvey/EditingSurvey

If you cannot participate, it would strengthen the study for us to know why, so we can check for what is called non-response bias. If you could just e-mail us a sentence of explanation to angela.eaton@ttu.edu we would very much appreciate it.

The survey only takes 14–18 minutes (depending on how much the respondent has to say) and has received approval by Texas Tech University's Human Subjects Review Board.

Results of the study will be presented at this year's STC Annual Conference which will be held from 7–10 May. The results will also be submitted for publication to *Technical Communication* and *Intecom*. We will also send you a copy of the results if you like.

We hope that the results of this study will shed new light on the editing process.

Best wishes,

Angela Eaton, Ph.D.
Tiffany Craft Portewig, Pamela Brewer, and Cynthia Davidson

Angela is Assistant Professor of Technical Communication and Rhetoric in the English Department at Texas Tech University.

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ISTC Conference news

## Ages and images: tackling the age-groups of our users

The speciality of the ISTC Conference's keynote speaker, **Patrick Hofmann**, is helping companies build products and information that communicate with their audience. But his form of communication is light on words, and packed with pictures. "The evolution of digital information is dramatically changing the way we produce and market products and services, which invariably is changing the way we read and communicate," says Patrick. "We've learned that audience analysis is vital to building the right products and information for our audiences – but we've often failed to recognise the continuum of age that spans our user groups." And it's this topic that Patrick will tackle as the ISTC Conference's keynote address on 3 October 2006.

Just as he was graduating at the University of Waterloo in Canada in 1994, Patrick worked with HP to design his first visually-based manual for assembling and installing a network computer. This simply designed, easy-to-understand, illustrated manual allowed HP customers around the globe to read the same manual, regardless of their native language.

This nearly word-free manual saved the company hundreds of thousands of dollars in translation, printing, and associated costs, won a number of communication awards, and became a cornerstone of HP's wordless manual philosophy.

But for Patrick, visual language was about much more than merely communicating assembly instructions and technical information. "As more and more people encounter new digital products and want to send and receive information as quickly as possible," he stresses, "the language
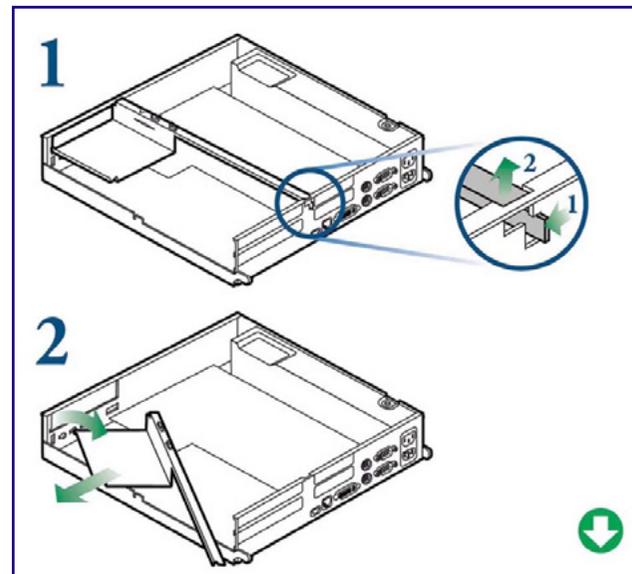
A sample from the HP Envizex wordless installation guide. As in most of his instructional illustrations, Patrick aims to eliminate much of the unnecessary "visual traffic" by simply illustrating only the elements vital to the instruction.

transforms into something far more brief, bite-sized, symbolic and iconic. Take a look at the images in your mobile phone interface, for example."

And therein lies Patrick's current passion: capturing and evaluating the array of visual images and user queues that we encounter every minute of every day. Not only is he surveying how the use and interpretation of certain images varies around the globe, but how they vary across different age-groups. "Fairly recently, we realised that the rural mailbox symbol was an inappropriate image to use in mail applications, as many people around the globe had no clue what it was.

"Nowadays, we must realise that in some cases the traditional phone icon with its curved hand piece and rotary dial is also inappropriate, as younger users, even teenage consumers, have no clue what it represents."

At the same time as he continues his research, Patrick helps companies like Motorola, BASF, FedEx, Philips, and Nokia communicate their information appropriately, visually, and successfully. "Visualisation really changes how we relay information. It opens doors to new challenges, yes, but also new cultures and new customers for my clients. It's amazing to see and be a part of it all."

For more information on Patrick's keynote address and the ISTC Conference 2006, go to http://tinyurl.com/q9c76.

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Authors vote for freedom of speech

*By **Sophie Hurst***

*A survey of technical writers conducted in March by SDL International has identified some interesting insights into global authoring, with strong views expressed on attempts to control what is written. Senior Product Marketing Manager at SDL International, **Sophie Hurst**, analyses the results.*

What are the trends towards XML with authors today? What are technical writers' views on content re-use? And how much content is being written for global audiences? These are some of the questions that were put to 450 technical writers in this survey.

The authoring process set-up

We hear a lot about XML and the benefits that it provides in the authoring process. Re-use is top of the agenda and XML is a key enabler to that demand. The results of our survey show, however, that the most commonly used tools by authors today are Microsoft Word and Adobe FrameMaker. Typical XML authoring environments, such as Arbortext Editor and Blast Radius XMetaL, are not as widely used yet. This is set to change over the coming years as XML tools become much more widely accepted.

Organisations today seem to be split in terms of whether authors are working together or in different geographical locations. The results show that more than 60% of respondents have all their authors working in one location and nearly 40% have their authors geographically dispersed. Once you have larger teams with more than ten authors, however, the results change, with over 80% geographically dispersed.
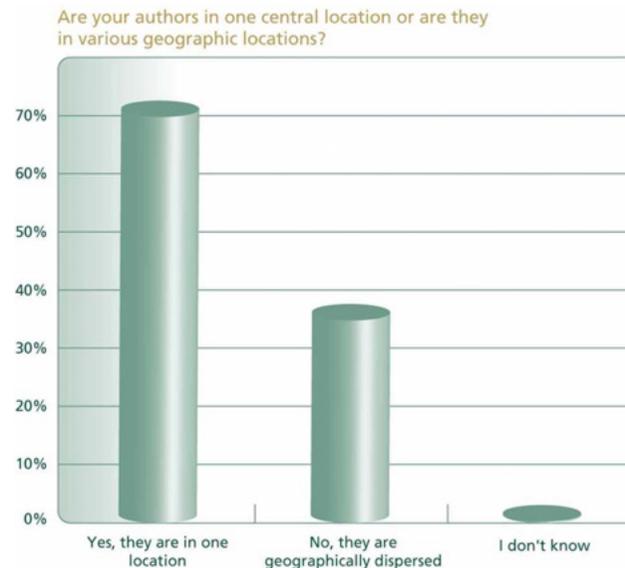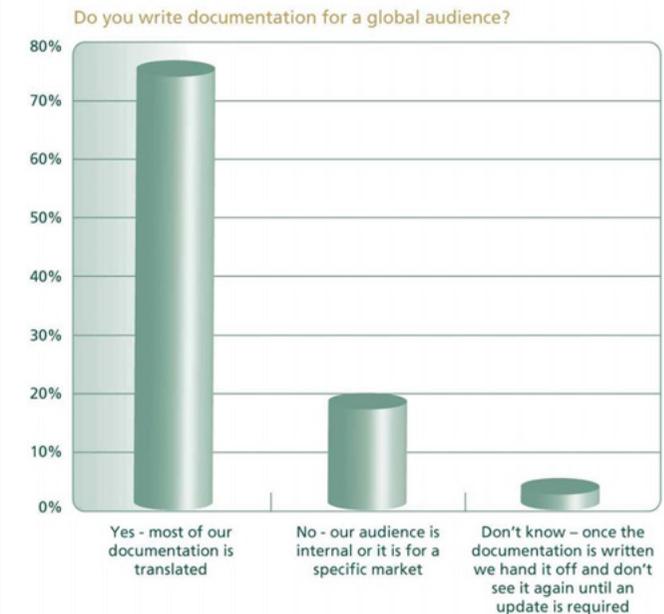

The next question posed was whether the source content is in different languages or one. Nearly 80% of respondents said that the source content was in one language. This presents quite an issue for authors that are working in geographically dispersed locations where many of them are not writing in their mother tongue. Grammatical correctness and issues of consistency must be key concerns for such organisations.

Writing for global audiences

Nearly 80% of respondents write for a global audience – that means that what they are writing is not just used in the local market but will also be translated into other languages. As such, we need to think much more about whether the content we write can be ported to another language and culture – whether the technology and resources used in those countries are the same as the one we are writing in and so forth.

It is also important to consider the translation process. If the same concept is described with three different terms in the original language, then with each term the translator will have to consider whether this needs to be translated

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three times differently, or whether it is actually the same concept, erroneously referred to with a different term. This kind of inconsistency slows down the time for the content to reach those global markets.

Nearly 45% of authors said they spend a lot of time answering queries from translators. Translators often pointed out discrepancies in the documentation, indicating that the link between writers and localisation is quite strong.

Key concerns of technical writers today

In order of importance, top issues for authors were:

- the re-use of content
- writing consistently
- the need to minimise localisation costs.

This requirement to re-use content implies that although XML tools may not be widely used yet, this will change in the future as requirements transition into using tools which maximise re-use. Translation memory tools of course also re-use content that has previously been translated and this can be applied to the authoring process to improve consistency and reduce the costs of translation.

Almost all the authors responded that consistency was either somewhat or very important to them today. Different tools are used to try to ensure consistency of terminology, but a high proportion of respondents are using Excel spreadsheets and e-mailing lists between colleagues.

There was a resounding "NO" from authors regarding the question of whether they would like a tool to control their writing! Only 8% liked the idea or had no preference regarding a tool that controlled their writing style. It is clear that authors value the freedom to use their skills in writing as they best see fit.

Would you prefer a tool that actively enforces writing rules or a tool that makes suggestions and offers information?
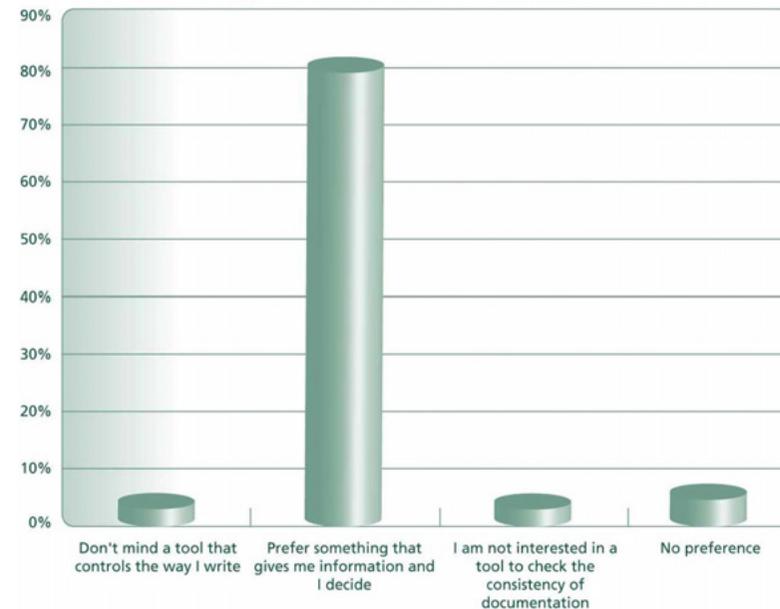
Power to the authors

Concerns about consistency, re-use and minimising localisation costs exist in the market today, but little has been done so far to address and assist authors as they write. Some organisations are starting to look at ways to address such issues and ensure consistency at the source content level.

Tools that control authors have been offered, but this dictatorial approach is not popular with the users. So any technology which seeks to solve some of these issues clearly must be easy-to-use, non-intrusive and allow authors to make decisions for themselves. If the tools are going to get a vote of confidence from the authors, they must respect their creative abilities whilst providing assistance with the challenges of writing with a global audience in mind. SDL International is using the results of this survey, together with feedback from customers and the market, to continue to guide the development of new tools and technologies for global authoring.

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Software news

SDL AuthorAssistant 2006

Provider of global information management (GIM) solutions, SDL International, has released SDL AuthorAssistantT 2006, which accelerates time-to-market and improves brand consistency across enterprise-wide global authoring processes.

With inconsistencies occurring across both source and translated content in global organisations, the impact on the brand and related revenue can be substantial. Companies are increasingly looking at ways to improve the consistency and to reduce the costs of providing that content to international audiences.

SDL AuthorAssistant enables creators of corporate content to perform automated checks against existing translation assets, such as previously translated content and terminology glossaries, as well as against corporate writing guidelines.

AuthorAssistant 2006 extends its reach to the entire global ecosystem by enabling organisations to access centralised translation assets in SDL Trados, SDL MultiTerm, SDLX and SDL TermBase formats. It saves time in the content lifecycle with additional customisable style checks and provides management insight into global authoring savings with a range of new reporting capabilities.

For information on all the new features in SDL AuthorAssistant 2006, visit www.sdl.com/aa.

Vertus revolutionises masking with the launch of Fluid Mask 2.0

Image cut-out technology company Vertus has announced the release of Fluid Mask 2.0 for Windows, a major upgrade to its Adobe Photoshop plug-in. Fluid Mask 2.0 boasts a set of new features designed to improve usability and results. A key feature is the new Edge Overlay that shows, for the first time, clean object edges within an image before masking commences. Masking is now much easier, and it is possible using Fluid Mask 2.0 to select, group and mask objects in images to make cut-outs.

Vertus also coincides the launch of Fluid Mask 2.0 with the announcement of a price reduction to £149 from £179 following overwhelming interest from non-corporate customers as well as professional users.

Fluid Mask 2.0 for Windows and Fluid Mask for Mac are available on the website www.vertustech.com, where you can download a free trial. Buyers will be entitled to 6 months' free upgrades. All registered users of the first version of Fluid Mask will receive a free upgrade to version 2.0 for both Windows and Mac platforms.

To read about the product features, go to www.vertustech.com/fm_features.htm.

To see Fluid Mask in Action (a two-minute Flash tutorial), go to www.vertustech.com/fm_new features.htm.

Free tutorial creation software released

The latest version of tutorial and presentation creation software Wink 2.0 for Windows was released last month. A version for Linux is also available.

With Wink you can record Flash videos of events on your screen, and add text boxes, arrows and buttons using drag-and-drop editing. The result is high-quality tutorials and documentation.

To download a free sample or read more about Wink, go to www.debugmode.com/wink/.

HTML Validator release

A new version of the Firefox add-on HTML Validator was released in April. It is based on HTML Tidy and validates a page for HTML errors and accessibility.

Versions of the add-on are available for Windows, Mac, and Linux versions of Firefox. See https://addons.mozilla.org/firefox/249/ for more.

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Industry news

User-friendly websites for all

The British Standards Institution (BSI), with sponsorship from the Disability Rights Commission (DRC), has developed a guidance document, Publicly Available Specification (PAS) 78, following an investigation by the DRC which revealed that 81% of British websites are inaccessible to disabled people.

PAS 78 *Guide to good practice in commissioning accessible websites* is applicable to all organisations and is aimed at those responsible for commissioning or maintaining public-facing websites and web-based services.

There are many benefits to using PAS 78 and some of these include: compliance with the Disability Discrimination Act (DDA), the creation of accessible websites, wider audience reach, improvement of search engine listings due to accessible content, and the easy transfer of this content to other media such as interactive TV or mobile phones.

In addition, businesses that offer accessible websites are at an advantage as they have the potential to access the spending power of disabled people, which is estimated at £80bn per annum.

Since October 1999, website owners have had a legal duty under the DDA to ensure that services provided via the web are accessible to disabled people. Despite this law, some of the ten million people who have rights under the DDA are being affected by websites that fail to meet basic accessibility requirements.

For more information on the DRC, go to www.drc-gb.org.

For more information on British Standards, go to www.bsi-global.com/british_standards.

New technical indexing Yahoo group

A phoenix has arisen from the ashes of the Society for Technical Communication's (STC) former Indexing Special Interest Group. The techindexing Yahoo group is a forum for sharing and learning about writing indexes for technical documentation.

Any topics related to the indexing of technical documentation are valid for the group, such as indexing technique and practice, indexing tools, indexers, index costs and scheduling, finding an indexer, asking for index help, and so on.

To join, go to: http://groups.yahoo.com/group/techindexing/ and e-mail the Subscribe e-mail address given there.

All past issues, from 1997 to 2005, of the STC Indexing SIG newsletter, *A to Z*, are in the group's Files directory.

DITA XML.org Focus Area launched

The Organization for the Advancement of Structured Information Standards (OASIS) has officially launched the DITA XML.org Focus Area. The site http://dita.xml.org features three main sections:

- *DITA Knowledge Base*, which provides a technical and educational background on the standard, as compiled by the site's Editorial Board
- *DITA Today*, which serves as a community bulletin board and directory
- *DITA Wiki*, which enables the public to dynamically collaborate on documents and add new pages

Director of Communications of OASIS, **Carol Geyer**, writes:

"We invite you to review the site at your earliest convenience. Consider posting news, events, case studies, testimonials, and/or recommendations to other useful resources on DITA.

"If your organisation provides DITA products or services, please take a moment to review the directory at http://dita.xml.org/products-services. If your company is not included, please consider adding a listing. If your company is listed, and you would like to edit the information we've posted, please let me know.

"Creation and oversight of content for the DITA XML.org Focus Area is provided by the

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site's Editorial Board, which includes **Don Day** and **Michael Priestly** of IBM, **Bruce Esrig** of Lucent Technologies, **Kay Ethier**, **JoAnn Hackos** and **Jen Linton** of Comtech Services, **Scott Prentice** of Leximation, and **Jerry Silver** of Blast Radius. They have generously devoted their time and talents over many months to lay the foundations for what we hope will become a valued gathering place for the DITA community worldwide.

"The Editorial Board remains open to any member of OASIS; please contact me if you are interested in serving.

"We also applaud the DITA XML.org Focus Area sponsors, including Adobe, Blast Radius, Comtech, Innodata Isogen, PTC, and Vasont, for their support and dedication to advancing the adoption of DITA.

"The DITA XML.org Focus Area is just getting started, and its success depends on the support of the community. Please visit the site soon and often."

DITA white paper

Content management consultancy The Rockley Group has published a white paper, *Planning for DITA success: how to set up the right team and the right strategy*. The 12-page paper describes the factors for success in moving to DITA, and the steps to follow. You can find it at www.rockley.com/Whitepapers_Articles.htm. A second paper in the series is planned.

Training news

X-Pubs conference discount for FrameMaker and XMetaL users

All Adobe FrameMaker and XMetaL users can now enjoy the X-Pubs 2006 conference with 20% off the ticket price for booking made before 20 May. X-Pubs, which will be held on 20–21 June, is Europe's largest XML content management and XML publishing conference and packs a hit list of who's who in XML authoring, XML content management, XML publishing and the Darwin Information Typing Architecture (DITA).

X-Pubs takes a look at the return on investment enjoyed by early adopters of XML content management and XML publishing technology and tries to identify some of the challenges and pitfalls that any adopter of XML publishing technology is likely to face.

The conference boasts keynote speeches from the two leading thinkers in enterprise content management and dynamic publishing technology, namely **Ann Rockley** (author of *Managing enterprise content: a unified content strategy*), and **Dr JoAnn T Hackos** (author of *Managing your documentation projects*).

Other speakers include **Michael Priestley** (IBM DITA architect), **Ian Larner** (IBM Information Architect), **Kay Ethier** and **Scott Abel**.

Delegates to X-Pubs 2006 can also enjoy dedicated management and technology tracks,

workshops, case studies and speakers from Adobe, XMetaL, IBM, Mark Logic, Mekon, with more being added daily.

For further information visit www.x-pubs.com.

New e-Learning course

The Open University has recently introduced its Innovations in e-Learning course.

The course, which runs from February to July 2007, is part of an MA in Online and Distance Education. The course explores the latest developments in e-learning, including instant messaging, blogging, e-mentoring and gaming.
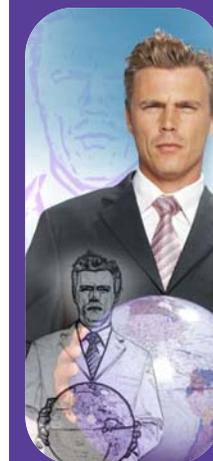
For further information visit www3.open.ac.uk/courses/bin/p12.dll?C02H807.

Announcing the SDL TRADOS Certification Program for translators

SDL Desktop Technology, a division of SDL International, has just launched the SDL TRADOS Certification Program. SDL says that its substantial investment in developing this programme will provide the industry with the assurance that translation resources are fully qualified in translation technologies and the Create, Cleanse, Maintain (CCM) Methodology.

The SDL TRADOS Certification Program satisfies the industry's demand for a qualification recognised by all participants in the translation supply chain, from freelance translators through language service providers to global corporations. Achieving certification will demonstrate competence in understanding the CCM Methodology and in using the complete range of SDL TRADOS functionality, including new collaboration, filtering, QA checking and terminology management features.

"SDL TRADOS Certification is not designed to be a simple test that allows the industry to claim proficiency in our products," explained **Keith Laska**, Vice President of SDL Desktop Technology, who realised the need for the technology qualification program following the TRADOS acquisition. "SDL TRADOS

Certification is a comprehensive program of placement tests, courseware, and multiple-level training exams that will truly test a translator's ability to work efficiently with translation memory and integrated terminology. It is designed to provide all customers in the global ecosystem with an accurate measure of technology expertise."

For further information, visit www.sdl.com/certified.

Training courses

Listings are restricted to scheduled courses that are low cost or are in some way unusual. Listings are a service to members. A listing does not imply ISTC endorsement.

If you hear of any training courses that you think might interest *Newsletter* readers, please contact the *Newsletter* Copy Editor (newsletter.editor@istc.org.uk).

May

3   *Beginners' workshop*. For those in the early stages of the training course and those considering a career in indexing. Through group discussion and practical exercises, this workshop aims to cover the basic elements of indexing and the day-to-day work of the professional indexer. London. Society of Indexers. www.indexers.org.uk

5   *Framemaker and DITA*. This three-hour online seminar teaches participants to understand how DITA and FrameMaker can work together as well as their limitations. Online. Publishing Smarter. www.pubsnet.com/courses/fm_dita.htm

24   *Making websites accessible*. This practical course aims to teach you how to create websites that are accessible to people with disabilities. Sheffield. UK eInformation Group. www.ukeig.org.uk/training/2006_05_24_accessiblesites.html

26   *Acrobat review and distribution*. This three-hour web seminar teaches participants to distribute documents for review and commenting (Notes, Text Markup and more) using the free Adobe Reader. Online. Publishing Smarter. www.pubsnet.com/courses/acrobat_review.htm

June

1   *Reaching beyond bibliographic referencing*. This hands-on course aims to explore the latest software for managing different reference types beyond bibliographic sources. London. UK eInformation Group. www.ukeig.org.uk/training/2005_05_25_biblref.html

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Events

These pages introduce new listings and include reminders of the most relevant events in the next two months. You can view previous events listings on the ISTC website's *Newsletter* archive at www.istc.org.uk/pages/newsletters.php. To include an event in the listings, please e-mail events@istc.org.uk.

May

1–31   May is international technical communications month. Welcome to the celebration of technical communication! http://tcmonth.org/

3–5   *AODC 2006: The ninth annual Australasian Online Documentation and Content Conference*. AODC 2006 features 20 sessions covering techniques, technologies, tools and case studies, presented by international and local expert speakers. Session topics include DITA, structured authoring, XML, usability, editing, migration to Microsoft Vista, user assistance, dynamic HTML and case studies. Cairns, Australia. www.aodc.com.au/

3–9   *Work Wise Week*. Work Wise Week marks the start of Work Wise UK, a major three-year initiative with broad government, business and union support, which will encourage the widespread adoption of smarter working practices across the UK. www.workwiseuk.org

4–5   *ETSI STF285 public workshop: Enabling and improving the use of mobile e-services*. This workshop is organised by the EC/EFTA co-funded ETSI Specialist Task Force STF285. The workshop will address ongoing standardisation issues for user education and setup procedures, applicable to mobile devices and services, enabling and improving the setup and use of mobile e-services. Munich, Germany. www.etsi.org

18–20   *Encompassing the instructive text*. Aarhus, Denmark. http://tinyurl.com/m2do3
(this link takes you to the Danish site – click Union flag for English text)

21–26   *Nielsen Norman Group's Usability Week*. Usability Week 2006 takes you beyond the typical conference experience, offering a three-day usability camp, a three-day intensive session on interaction design, and several specialised, day-long tutorials that get both broad and deep on core usability topics. Come for as few or as many days as you want. London. www.nngroup.com/events/london/agenda.html

June

12–16   *UPA 2006: Usability through storytelling*. As usability professionals, we weave stories that have been harvested from user communities. Stories can teach us how to communicate with and educate our peers. Omni Interlocken in Broomfield, Colorado, USA. http://tinyurl.com/o7dj5

15–18   *The culture of science editing: European Association of Science Editors Ninth General Assembly and Conference*. Krakow, Poland. www.ease.org.uk

20–21   *X-Pubs 2006: A critique of XML publishing*. X-Pubs 2006, Europe's largest XML publishing conference, seeks to critique the established business justification for the adoption of both XML and DITA in organisational publishing. Gatwick Hilton, London. www.x-pubs.com/

20–23   *CommunicAsia 2006*: The 17th international communications and information technology exhibition and conference. Held in conjunction with EnterpriseIT2006 and BroadcastAsia2006. Singapore. www.CommunicAsia.com

ISTC website events listing

As regular *Newsletter* readers will have noticed, we are no longer directing people to the events listing on the website: this is because that part of the site is not currently being updated. If you think that you might have the time and patience to take over this role, please contact webmaster@istc.org.uk.

The back page

They said what?

ISTC members have been reporting some amusing uses of the English language recently.

Alan Fisk spotted a notice above a radiator at Ipswich station that declared: "This heater may become hot."

John Taylor told us: "I was once employed as a writer for a very high-end industrial laser company, and my user guides were translated into many languages. Of course, we always asked our local distributors to vet the localisations, which is just as well, because, where I had written 'If you get a production line blockage', in machine translation it became: 'If you get constipation of the production line'!"

Finally, **Kevin Thompson** sent in a snippet from a document produced in house by a client for an audit review: "Traders accept the orders from the sales traders and are then executed."

Who would be a trader for that organisation?

Puzzle

Thanks to **Iain Wright FISTC** for sending in this puzzle from his parish magazine.

A sphere has three, a circle has two, and a point has none. What?

We'll publish the answer in the June *Newsletter*.

URLs from hell

Alas, the Experts Exchange site mentioned in the February 2005 *Newsletter* is now just www.experts-exchange.com/ and its former URL www.expertsexchange.com/ is merely an empty husk. Here are some more sites with unfortunate URLs:

- Science site Analemma (www.analemma.com)
- Delivery firm Childs Express (www.childsexpress.com)
- First United Methodist Church, Cumming, Georgia (www.cummingfirst.com)
- Marist Athletic's Go Red Foxes (www.goredfoxes.com)
- Plant supplier Mole Station Nursery (www.molestationnursery.com) – now retrospectively renamed and redirected, but the regrettable URL still works
- Svenska Cellulosa Aktiebolaget's American subsidiary (www.scatissue.com)
- Online teaching community Teachers Talk (www.teacherstalk.co.uk)
- California Association of Marriage and Family Therapists (www.therapistfinder.com)
- Showbiz agency database Who Represents (www.whorepresents.com)

The oft mentioned Pen Island site (www.penisland.net/) is clearly a joke.

Writing with gusto

As technical communicators, we're well used to visual, aural, and sometimes tactile methods of communication. As reported in the March 2005 *Newsletter*, XML Smell added olfactory to the list. Now we can complete the set of the five classic senses with gustatory communication.

At Chicago's Moto restaurant (www.motorestaurant.com), head chef and inventor **Homaro Cantu**, an Illinois equivalent to the UK's **Heston Blumenthal**, prints on paper made from rice, soya, and potato starch using fruit and vegetable inks. So a novel food could be introduced by an edible picture that gives you its flavour. The phrase "Eat your way through the entire menu" takes on a new meaning. Cantu prints menus in the same way and his customers eat them after ordering their meal. Cantu uses a Canon i560 inkjet printer and single-saucing software.

This *Newsletter* will self-destruct...

If the Moto restaurant is far too sybaritic for your tastes, Qinetiq has produced an inkjet with a difference, one that prints with explosive ink. It can print fuses onto ordinary paper which could be used for military and civilian purposes.

For more, see *New Scientist* at http://tinyurl.com/l4rzs.

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