


TextLab – Software for corporate language

Successful corporate communication depends on clear, consistent language. Communicating clearly is challenging. Businesses feel increasing pressure to generate text quickly, often with limited staff and a broad audience. The demands for quality remain high and the processes must be cost-effective and controllable.

To meet these requirements, businesses need support. TextLab is the first commercially available software that allows businesses to control corporate language effectively and that also supports authors efficiently throughout the writing process.



| SOFTWARE FOR COMPANY COMMUNICATIONS | KEY INDICATORS FOR COMMUNICATION | SIMPLY GOOD WRITING |
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| <p>TextLab checks, measures, and optimises corporate communication.</p> | <p>TextLab rates communication quality with objective key indicators.</p> | <p>TextLab provides various functions to support authors.</p> |
| <ul style="list-style-type: none"> ▪ TextLab helps writers with all tasks related to language, proofreading, and quality assurance. ▪ Writers can check and improve the quality of evolving texts using a wide range of functions. ▪ TextLab can be adapted to individual corporate requirements and processes, uniquely and very flexibly. | <ul style="list-style-type: none"> ▪ TextLab assesses documents based on readability formulas and indices of readability. ▪ TextLab checks relevant properties of the text such as wording and sentence structure, complexity, abstraction, terminology, style, and gender neutrality. ▪ TextLab provides a variety of useful key indicators that enable writers to control the quality of their communication. | <ul style="list-style-type: none"> ▪ TextLab flags weak points in the text and offers useful tips for revision. ▪ TextLab guides authors with a continuous quality control based on objective readability scores. ▪ TextLab “learns” and can adapt to individual corporate communication. |

| USING TERMINOLOGY CORRECTLY | CORPORATE LANGUAGE MADE EASY | WE ARE PLEASED TO ADVISE YOU |
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| <p>Correct, consistent terminology is the first step toward developing effective corporate language.</p> | <p>TextLab is the first software to ensure quality corporate language.</p> | <p>We welcome you to benefit from our experience. Please contact us. We look forward to answering your questions and explaining how TextLab can advance corporate language and readability for your business.</p> |
| <ul style="list-style-type: none"> ▪ TextLab offers a variety of checks on phrasing and terminology (e.g., Americanisms, specialist terms, clichés, or redundant words). ▪ Companies can store their own terminology (e.g., glossaries or corporate wording) in TextLab and make it available for all employees. ▪ TextLab provides functions that make it easy to update and continuously expand corporate terminology. | <ul style="list-style-type: none"> ▪ TextLab incorporates individual language guidelines, codifies terminology, and determines helpful individual target values. ▪ TextLab can be used at different stages of the communication process: during all drafting, editing, and proofreading stages. ▪ TextLab is available as an on-line application or as a plug-in for MS Word. TextLab can also be used via the Internet or integrated into IT services. | <p>H&H Communication Lab GmbH The Readability Resource</p> <p>Hindenburgring 31 89077 Ulm - Germany</p> <p>Phone: +49 (0) 731 – 93 284 – 15 Fax: +49 (0) 731 – 93 284 – 21</p> <p>E-Mail: info@comlab-ulm.de Internet: www.comlab-ulm.de www.text-lab.de</p> <p>CommunicationLab THE READABILITY RESOURCE </p> |