



# CATCHAT

July 2003 Version 3.4

www.cheetahinternational.com



Hotline: 800.829.CATS

## Training Schedule

### Reno

July 31st

(Special 1-Day Training before NCRA Expo 2003)  
Registrations for Reno are handled through NCRA.  
(See page 6 for More Details)

### \*\*\*\*\*1 or 2-Day Program\*\*\*\*\*

### San Diego

September 13 & 14

### Orlando

October 18 & 19

### Los Angeles

November 8 & 9

### \*\*\*\*1-Day Accelerated Program\*\*\*\*

### Tucson

September 6

October 4

November 1

December 6

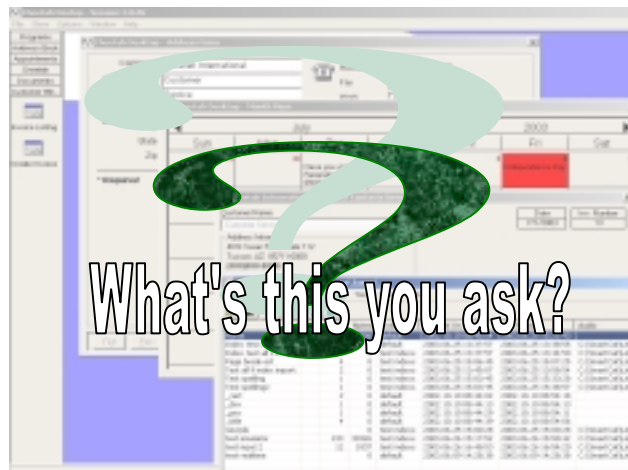
SEE PAGE 6 FOR PROGRAM DESCRIPTIONS

Register instantly with a credit card using our  
online store at [www.cheetahinternational.com](http://www.cheetahinternational.com)

OR call 800-829-CATS OR complete the  
registration form on the last page of this  
newsletter and mail with payment to Cheetah  
International Inc. 40 N. Swan Ste 112, Tucson,  
AZ 85711.

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Answer on Page 5  
Stop By Booth #201 in Reno for Demo

“The Cheetah SmartCAT training seminar is a must for beginning the transition to SmartCAT. Jason Pardikes' knowledge of the program is comprehensive, and he presents the basics of SmartCAT with insight and patience”.

-----Barry Cohen, RPR

↗ Not True ↗ ↗ Not True ↗

## Rumor Mill

↗ Not True ↗ ↗ Not True ↗

Beginning with this issue, we are introducing a new editorial section to the newsletter. We are responding to information and rumors that some of our customers pass on to us. We are responding as directly as possible to things you may have heard. This is not an attempt to be politically correct; but rather a quiet response to what our customers are hearing. We can assure you they are not hearing it from us.

### ↗ "Cheetah International is Out of Business and Bankrupt" ↗

This is a very interesting rumor, given to us by a number of our customers in California and Florida. Let's start with the bankruptcy claim. Cheetah International has never been bankrupt, nor have we ever filed for any sort of financial protection. Cheetah International Inc., which is the company you currently do business with, actually bought a select group of assets out of bankruptcy court in April of 2000. We have since improved the company immensely, managed by a great, new management and leadership team.

### ↗ "Cheetah International is owned By Russians" ↗

We believe this to be a runaway version of the rumor that "SmartCAT is developed by Russians." Having said that, how in the world could anyone know who owns us first and foremost, as we are a privately held company. Therefore, our ownership is private. Second, why would anyone care who owns us? Cheetah is going to be around because we provide you the best possible service in the industry and we provide added value services.

Now, to answer the ownership question. We are a Colorado based corporation owned, managed and run by the people who invested in this company. OUR #1 GOAL is providing you, the customer, with a great suite of products and services.

### ↗ "SmartCAT does not support Litigation software" ↗

SmartCAT currently supports all major Litigation Software, we support CaseView, Livenote, Summation, and Binder, and Total Access.

### ↗ "SmartCAT does not Support Editing" ↗

Excuse us, but this is one of the most ridiculous things we ever heard. We know our customers edit 98% of the time; that's where you make your money. So, not only **can** we edit, but we designed our editor to function as much like TurboCAT as possible.

TurboCAT was, and still is, one of the easiest to use, most productive products ever created. Why would we not create SmartCAT in its image and likeness?

### ↗ "SmartCAT was developed by Russians" ↗

This is a true! We can't and won't deny it. Why should we? A significant number of our development projects are done in Moscow. We do it for a number of reasons.

1. First and foremost, it saves you money because a PHD (in computer sciences) level developer in Russia costs less than a developer at novice level here in the US.
2. Second, we secured some of the greatest talent to be found in Moscow that, not only have done secured banking projects, but also work in development for the Russian Space Program.  
-----Yes, folks that's **Rocket Science**. ☺-----
3. Third, programming language is programming language. Since development is done in it's own language, it doesn't matter what language you speak; you still have to write in that program's language.
4. Fourth, we gather our requirements here in the US from you, our customers. Many of you spoke with us, significantly contributing to our work. We gather our requirements by looking at your business, asking the question "How can we (Cheetah International) make your job easier and help you make more money?" We take what you tell us, turning it into software you can use.
5. Fifth, and this is a big one, we do all of the testing for our products in good old Tucson, Arizona where our testing manager, with over 20 years of development experience, works side by side with our Technicians who work directly with you.
6. Sixth it is not abnormal for companies to do development overseas. Every big company we can think of does including IBM & MICROSOFT.

In summary, yes, we do development in Russia because it costs less, and in turn, it costs you as an individual, less. So, what we want to ask is, why aren't the other companies in this industry saving their customers money by lowering the costs to develop their products.

"Don't believe everything you hear"

- Mom

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## SmartCAT Development

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### Announcing 01.02.102

We recently released a major update, 01.02.102 (Yikes we need to find a better numbering scheme.) including these key features, improvements and functionality changes:

#### Expanded Token Support

##### Spell Check Engine Improvements

- The Job now stores the ignore all Spell Check list
- New menu item to remove the ignore all list
- Ignore Un-translates and Conflicts is now an option
- Multiple spell check dictionaries are now available.
- Spell check is now supported in Replace, Text Global, Steno Global, and Dictionary editor.
- Spell Check comparison engine has been improved to support many more word options and finds.

##### Job Editor Improvements

- Job editor now shows Page, Line and Absolute line number
- Apostrophe is not considered a word delimiter.
- Improved translation speed and removal of delay in line breaks
- Automatic punctuation improvements
- Page break import correction

##### Undo Engine

- Undo function now works in last in, first out manner
- Undo supports 15 items

Now on to the fun stuff  
**PLANNED RELEASES**

For the remainder 2003.

- **Font and Font Size** – This feature is targeted by the end of third quarter this year, September 30, 2003. This feature will enable our users to change the font size in the entire transcript and give you, the end user, the ability to choose all your own look.
- **AudioLink Improvements** – This is targeted for fourth quarter year 2003.
- **Color Palettes** – User definable color palettes
- **Page Image** – For Amicus and Summation
- **All Caps Printing and Translation**
- **Emulating Realtime** – so you can retranslate your Realtime files with Oneshots and Realedit dictionary
- **Multiple Page One** Setting – Multiple page ones in a single file
- **Keyword List** – Saving and loading
- Improved **Intelligent Endings** – currently 13 rules included, 20 by the end of the year
- **Zoom Functions** –increase the size, look and feel of your transcript editor screen?
- Improved **File Compression**
- Arbitrary **Page Number Search**
- **Foreign Character Support**
- Sortable **Bookmarks**
- Electronic **Sticky Note**
- Improved **Number Formatting**

These are just **some** things you will see in the upcoming releases of SmartCAT, this year alone. Can you even imagine what we have up our sleeves for 2004? I promise you will be more productive because of it.

In the last issue of CatChat, we announced the opening of a new, secure forum platform for all of our On-Maintenance Customers. If you haven't already done so, please call Tech Support at 1-800-869-6986 and register for your free Username and Password. **ON MAINTENANCE CUSTOMERS ONLY, PLEASE!**

**You will find the new forums at [www.cheetahusers.com](http://www.cheetahusers.com) !!!**

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## www.cheetahinternational.com

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### NOT A NEW ADDRESS, JUST A BETTER WAY TO FIND US.

For the past couple of years you have seen our website address as [www.caption.com](http://www.caption.com), which really didn't identify us. Now, when you want to visit Cheetah, find us at

[www.cheetahinternational.com](http://www.cheetahinternational.com).

Of course, as before and for awhile, you will still arrive at our home via these addresses:

[www.caption.com](http://www.caption.com)

[www.cheetahsystems.com](http://www.cheetahsystems.com)

(Purchased from previous owners)

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## Software Maintenance

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Hello! I want to introduce myself. My name is Michael Cross and I am the new Customer Service Manager here at Cheetah. I have had the privilege to speak with many of you already and look forward to meeting more of you in Reno at the NCRA convention.

As I talk with our customers, I am asked the same question many times. "Why do I need to renew my maintenance contract?" I'll try to explain.

Some software companies operate by bringing out a new version of the software every year or two. Customers then have to purchase it to receive new features and enhancements. When a company chooses this model, there is a high cost for both the software and the support. The other way is for a company to have one version of the software they update with new features and enhancements at no cost to customers who pay a yearly fee to receive both upgrades and tech support. This helps keep the cost of using the software down while allowing us to continue adding new features without releasing brand new software.

This brings us to your software. We currently have two software products for our court-reporting customers, TurboCAT and SmartCAT. Most of you have used TurboCAT for many years and don't feel you need tech support for it anymore. You know the program inside and out and it has worked fine for you. Unfortunately, we can't support TurboCAT for the new Windows operating systems. New computers and technology require that we move the software to a Windows environment. To do this, we developed SmartCAT: a fully Windows compliant software

designed to work with new systems while giving the customer all the functionality they have come to expect from a Cheetah product.

We want all of our customers to be able to use the SmartCAT software but understand that sometimes it is hard to find the time to learn something new. To make it easier for you, we have a special limited time offer I would enjoy discussing with you. If you could bring your TurboCAT system up to date and on maintenance without a reinstatement fee, applying your contract payments to the purchase of SmartCAT, would you? Call me, please!

Already on SmartCAT Maintenance? Great, we are releasing more updates before the end of the year. Maintaining a maintenance contract ensures you have the latest software available, including the New Cheetah Desktop.

The maintenance contract is a real win-win situation for all of us. We provide you with world-class software and tech support for one low yearly price. You get the peace of mind knowing you will not have to buy a new version every year or two and will have access to tech support 24/7/365.

I look forward to serving you in the future. If you have any questions about what kind of maintenance contract is best for you, please feel free to call me at 1-800-829-2287 ext 1006.

**Michael**

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## Cheetah Desktop: Product? Feature? Function?

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What in the world is **Cheetah Desktop**, and why would you **want** it? Simply put, it's a new product, with new features, providing even more functionality for your SmartCAT program.

**Cheetah Desktop** is the foundation of our new "Cheetah System". You're purchasing much more than just a software program. You're purchasing a complete system of support, service, and, of course, SmartCAT. The Cheetah System is a 4-part tool, providing you with **significant** advantages.

The Cheetah System includes

- Great Software
- Unsurpassed Customer support, 24hours a day 7days a week 365days a year
- Training
- AND a single point to manage all your information, the **Cheetah Desktop**

## The Cheetah Desktop.

**You have a lot to do, everyday. We understand and want to help.**

**At Cheetah International, we know how busy court reporters are. We designed our software to help you produce transcripts quickly, efficiently, and professionally. But we wanted to do more for you.**

**Everyday, there are *tasks* requiring your attention: *Appointments* to schedule, *contacts* to make, *invoices* to create. All these tasks are important to you *and* your business. That makes them important to us. That's why we are offering you the **Cheetah Desktop**. You won't find **Cheetah Desktop** anywhere else. It's exclusive to Cheetah International, and now, it's available to you.**

**The **Cheetah Desktop** is an enhancement to your software, letting you keep all your important information together, *in one place*. Schedule appointments, keep track of customers, create invoices, all from one program. But, **Cheetah Desktop** doesn't stop there. With a click of the mouse, you go right into *SmartCAT*, ready to work. Another click takes you to *our web site* so you get the latest news and updates. And so much more! Everything you need to keep your business running smoothly, right at your fingertips!**

**Only Cheetah International offers you *SmartCAT* and the **Cheetah Desktop**. It's just one more way for us to show you, our customer, that we are the leader in customer service. Great software, great support, unmatched training and now, **Cheetah Desktop**, There has never been a better time to be a *SmartCAT* user.**

For information on how the **Cheetah Desktop** can serve you call 1-877-333-2287.

Oh yeah, and if you're on *SmartCAT* Maintenance, the **Desktop** is **FREE!!!!**

## SmartCAT Training Format

SmartCAT Training is designed to meet everyone's needs and learning aptitudes. Not all programs are offered at every training site.

We learned from training session that too much time is spent on set-up. So, to help you make the most of your Training Experience, Cheetah's Technical staff works with you to get your system set up and files converted prior to your training day. This service is available with your paid Registration. Our Goal is that you are fully operating on SmartCAT when you leave your training session. All training qualifies for CEU's. For additional information call 1-800-829-CATS #2.

### \*\*\*\*\*1 or 2-Day Programs\*\*\*\*\*

#### Day 1: SmartCAT Training

This program is scheduled to run all day. It is designed for the current TurboCAT Professional transitioning to SmartCAT. This is a lecture / demonstration format, with time allotted for Q & A.

#### Day 2: Hands-On SmartCAT

This is an Advanced Training Program for users of TurboCAT/SmartCAT who want hands-on practice. It is designed to run approximately 6 hours and is scheduled for the day following the SmartCAT Training. Participants must attend the full day SmartCAT Training and must provide their own laptop computer.

### **New!** \*\*\*\*\*1-Day Accelerated Program\*\*\*\*\*

This program is designed for the user wanting an intense, fast-paced learning environment. These classes are limited in size with a low student/teacher ratio. The agenda is designed to cover everything you would be exposed to in the 2-Day Program. Participants must provide their own laptop computer.

We will offer the 1-Day Programs on the first Saturday of each month in Tucson, AZ. Registrations are open until the class is filled or no later than 7 days prior to the scheduled training.

We made arrangements through the NCRA to offer one-day SmartCAT Training the day before the Conference begins in Reno. Since this is just one day of training, we will not limit seating as we do with our two-day seminars. The class is structured somewhat differently, but is well worth your time.

## Using SmartCAT NCRA Expo 2003 Reno, NV – July 31, 2003

- Introduction to SmartCAT
- Making the Switch from TurboCAT
  - Setting up SmartCAT
  - Understanding SmartCAT
  - Loading Transcripts
- SmartCAT Editing
  - Multiple Editing Views
  - Turbo Keys
  - Hotkeys
- Dictionaries
  - Dictionary Entries
  - Filtering/Sorting
- Realtime
  - Setup
  - Litigation Support
- Indexing
  - Standard
  - Folded
- Q & A

Visit [www.ncraonline.org](http://www.ncraonline.org) for a registration form and details along with additional information on the Annual Conference.



**See You in Reno  
Booth #201**

Cheetah International, Inc, a Colorado Corporation, periodically produces "CATCHAT" for the use and benefit of Cheetah Software users. We solicit your comments, questions and ideas to [cats@cheetahinternational.com](mailto:cats@cheetahinternational.com).



Corporate Mailing Address:  
40 N. Swan Ste #112  
Tucson, AZ 85711

Sales: 877-333-CATS  
Customer Service: 800-829-CATS  
Administration: 520-751-9940

Donald A. Miller –  
President / CEO  
Jason Pardikes – Director /  
Development / Support Manager  
Laurie Willson -  
National Sales Director  
Michael J. Cross -  
Customer Service Manager  
Rich Cushman – Director of  
Software Engineering  
Rita Kuczynski – Controller

## Meet the Pack

With over 15 years experience with Cheetah's captioning and court reporting software, National Sales Director, **Laurie Willson**, needs little introduction to most of you. But, maybe a re-introduction is inline.

In her position, Laurie strives for a complete customer care package, including not only the sale of the software, but continued customer care and service long after the Cheetah software makes money for the customer. She has always been in Customer Service Environments and wouldn't change that for anything. Prior to her affiliation with Cheetah Software Products, Laurie worked at Array Technology and California Devices where she provided support for the sales and marketing team. Laurie's college studies include communications, psychology and health/fitness.

As the mother of an active two-year-old boy, "free" time is unheard of. However, Laurie is always able to find time to volunteer training on diet, nutrition, healthy living and preventive health maintenance.

### One More Rumor to Dispel

#### SmartCAT does not support AudioLink

SmartCAT not only supports AudioLink, but we dramatically improved our synchronization and features. As of January 2003, we improved the features and functionality of AudioLink so we never have to alter the time synchronization of our audio files. Second, we now have the ability to start/stop not only realtime and AudioLink, but to append to the audio file so you only have a single audio file to backup or restore. We also now do time stamping at the beginning **and** end of every stroke while recording audio. This benefits you by making it possible to access a very specific section of the text to hear the associated audio play back immediately. **AND**, we are in the process of implementing a new audio format, allowing you to email audio files with your transcript, making them over **35 times** smaller than the current file format! **Stay tuned for more developments.**



### "Using SmartCAT" Registration Form

Name: \_\_\_\_\_ Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
Phone (Work): \_\_\_\_\_ (Home, Other): \_\_\_\_\_ Email: \_\_\_\_\_ Fax: \_\_\_\_\_  
Date(s): \_\_\_\_\_ Location: \_\_\_\_\_

#### 1 or 2-Day Program

Training Day Registration     On-Maintenance @ \$185     Off-Maintenance @ \$285  
Training Day & Hands On Practice Day     On-Maintenance @ \$370     Off Maintenance @ \$570

#### 1-Day Accelerated Program

Registration (On-Maintenance) @ \$215     Registration (Off-Maintenance) @ \$315

Eligible for Early Registration Discount of \$30 per Training (More than 14 days before the training)

**Total Attached or Authorized Charge to Credit Card \$ \_\_\_\_\_**

Visa/Master Charge     AmEx     Discover

Credit Card No. \_\_\_\_\_ Name as it Appears on Card: \_\_\_\_\_

Exp: \_\_\_\_\_ Billing Address of Card Account: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Mail to Cheetah International, Inc. 40 N. Swan Ste #112, Tucson, AZ 85711 or Fax to 520-722-3757

CatChat  
Cheetah International, Inc.  
40 N. Swan Ste 112  
Tucson, AZ 85711  
800-829-CATS



*Cheetah Desktop?!?!?*

*SmartCAT Training Information Included*