



www.caption.com

CATCHAT

June 2003 Version 3.3



Hotline: 800.829.CATS

Greetings and Salutations,

I hope this newsletter finds you well and enjoying a cool summer breeze. We at Cheetah thank you for your continuing support in our efforts to revamp the products and company to better meet your needs, wants and goals. While we do stumble from time to time, it is also very clear that your ongoing support allows us to make wonderful progress. Most evident of this is watching the increase in the number of people installing and utilizing the most recent version of SmartCAT. As someone around the office here likes to say - "these are the good old days"!!!!

In addition, we are gratified to have met many of you who participated in the SmartCAT training seminars we had the pleasure of bringing to quite a few cities around the country over the past few months. Please check our website for the next one nearest you and make a suggestion about where we ought to go next.

We anticipate a good turn out at the Annual NCRA conference in Reno this year. Please stop by to say hello and let us know what is on your mind. We eagerly anticipate hearing from each and every one of you. Of course, you don't have to wait till then to let us know what you think or feel. Give us a call, drop us a line or visit our website with your observations, suggestions or comments.

I want to comment on a question I've been asked a number of times. Yes, we are an employee-owned company. Every employee working for Cheetah owns a part of the company. This is something that was set up when we decided to breathe life back into the company. It is just one of the ways we continue walking with purpose along the path of providing you the software, support and service you desire and deserve.

Yours Sincerely,
Don Miller

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Scheduled Trainings

New York City

June 6th, 7th and 8th

San Francisco

Jul 11th, 12th and 13th

Phoenix

July 19th*

**One Day Hands On Training open to anyone who has attended a SmartCAT Training day in 2003.*

Register instantly with a credit card using our online store at www.caption.com OR call 800-869-6986 OR you may complete the registration form on the last page of this newsletter and mail with your check to Cheetah International Inc. 40 N. Swan Ste 112, Tucson, AZ 85711.

Reno

July 31st

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

Software Maintenance vs. Service Contract

Recently, I was asked by one of our customers why she should pay for an annual “service contract” when she was so well versed in our software that she rarely, if ever, finds it necessary to call the company’s toll free support line. This is a very good question and it got us thinking that “service contract” is not really even the right name. Mainly this term describes only part of what we provide to our customers after the initial purchase of a software package from Cheetah International.

A more appropriate term for the annual fee we request our customers to pay is an annual “software maintenance contract”. We ask that our customers continue on their “software maintenance contract” to allow us to provide three major services; one pretty visible and two that are fairly well behind the scenes, to keep your software current with the computer technology trends of the day. These three services are: 1) continued software development, 2) system testing and 3) technical support.

One of the somewhat hidden functions is **continued software development**. Requests for new functions, as well as changes in operating systems and hardware put us in a position of constantly modifying, updating, upgrading and enhancing our software to keep pace with changes in the industry and the way you do your job. While we could go hire engineers on the spot to add these new functions and enhancements, we find it much more practical and economical to retain software engineers, who have experience with our products and the way they are used by our customers, continually active with us. Your annual “software maintenance contract” fee makes this possible.

The second behind the scenes activity is **system testing**. Windows ME, Windows 98, Windows 2000, Windows XP, Windows 2025, new steno machines, new computers, etc., are constantly raining upon the world. The combinations of systems appear endless. In order to insure your software continues running on the latest, if not greatest, of these hardware and software platforms, we have a test lab and test engineers to check it all out so you and we are not surprised by incompatibility.

The service we provide that is most visible to you is **technical support**. We continue staffing our own technical support department that is well trained and up to date on both our products and environments in which they are expected to work. You can reach us twenty-four hours a day, seven days a week, every week of the year via email, at our website or via a toll-free telephone call. Your annual “software maintenance contract” fee makes this possible.

As much as we would like to provide these needed functions and services at no cost to you or us, they do require an ongoing investment to operate. As a result, software vendors generally have to adopt one of two models to stay in business, thereby serving their customers' ongoing technology needs. Either they obsolete the software packages by adding new functions, requiring existing customers to repurchase new software every few years, or they, as we do, enter more into a partnership arrangement with their customers to collect an annual fee to provide these services. Our customers seem to prefer the latter, mainly because it gives them much more control of when they move to new versions of software products, actually reducing the total cost of technology ownership over time.

Although we provide more economical and seamless support for the customer base if we have a sizable portion of our customers on “software maintenance contracts”, the same services are also provided ala carte. Customers choosing to not be on a “software maintenance contract” may still call the technical support hotline for a “per call” fee with software updates (two or three per year) available for \$495 each.

Please help us help you by letting us know what we can do to serve you better in the future and by continuing to renew your annual “software maintenance contract”.



SmartCAT Development

CALENDAR OF SOFTWARE RELEASES*.

Our release schedule calls for three major releases in the remaining quarters of 2003, another in the first quarter of 2004. You can expect software releases at the end of June 2003, September 2003, December 2003, and March of 2004*.

Some of the functions you will find in upcoming releases:

- Upgraded Spell Check Engine
- Improved Undo functions
- Compressed audio files
- Color Pallet
- Increased Index flexibility
- Increased Page image ASCII support
- Import ability of TurboCAT notes files
- Increased Real EDIT Support
- Increased Steno Machine support
- Increased Intelligent suffixes
- Improved Intelligent Prefixes
- Improved Intelligent number formatting

*All schedules/calendars are subject to change and or modification. Please consult our website at www.caption.com for the latest information.

Patches Vs. Upgrades

Patch: A fix or minor change to current functionality. Meaning that, if the feature already exists in SmartCAT but the feature is functioning incorrectly or not up to it's potential, we release a Patch for that specific issue.

Upgrade (aka Update): A major change to a currently implemented feature or implementation of a feature not currently available in SmartCAT.

This means that when Cheetah releases a Patch or an Upgrade for SmartCAT, you may or may not be eligible to receive it. If your SmartCAT System is on Maintenance at the time of release (formerly On-Service), you need not worry: you are eligible for Patches **AND** Upgrades. If a SmartCAT System is not on Maintenance at the time of release, the system owner is entitled to receive only Patches at no charge. Upgrades are available for purchase by Off –Maintenance SmartCAT customers just as TurboCAT Upgrades have been. The current established price for Upgrades is \$495 each.

Downloading Updates for SmartCAT and why do I need a code to install them?

As some of you are aware, we at Cheetah actively pursue development of SmartCAT. While we continue receiving customer feedback, implementing new and better features in SmartCAT, we post all these changes to our website in the form of downloadable updates. These updates are located at www.caption.com/updates. For those of you who have updated your software and remain current, congratulations.

For those of you who have not, here are the directions for you to upgrade your software.

- 1) Use your Internet Browser and go to WWW.CAPTION.COM
- 2) Click on the link to SmartCAT
- 3) Click on SmartCAT updates
- 4) Click on **download the update**
- 5) Fill out the form
- 6) Choose the save as location. We recommend your desktop so the file is easy to locate.
- 7) Once you have downloaded the update install file, double click on the icon
- 8) This will ask you to extract the update. Click Yes
- 9) Go to the folder specified by the extraction tool. Usually c:\smartCatupdateXXX (where x is the version you downloaded)
- 10) Double click the SmartCAT.exe file
- 11) You will now be asked for a code.
- 12) Please Email your MID and SITE codes to: Codes@caption.com with your name, system number, and telephone number
- 13) Enter the code returned to you
- 14) Click Next
- 15) Follow the install instructions
- 16) Run SmartCAT. It is upgraded and ready to go.

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Send your Email address to us at cats@caption.com to receive CATCHAT and TRAINING NOTICES via e-mail

Return Call Policy

As Cheetah transitions from its well known Service Contracts to the Software Maintenance Agreement, our Technical Support team looks forward to better prioritizing our customer's services. We have already begun, providing a new, secure forum environment for those customers on Maintenance. We continue addressing customer issues and answering questions for everyone to read. We are taking this opportunity to formalize our support procedures for you. We have a very strict set of guidelines that we maintain here at Cheetah. We support our customers based on the following priority basis:

FIRST CALL IN - FIRST CALL OUT

All things being equal, (both customers are on maintenance, or both customers are off maintenance) calls are answered in the order in which we receive them.

ON MAINTENANCE - 2 HOUR

On maintenance means you have a valid, current agreement in good standing with us. Either you purchased a software product in the last year, or you paid for your annual plan in respect to the type or types of products we support for you.

With on maintenance customers, we target less than 2 hours for a return call. Currently, that average is less than 15 minutes.

PER USE SERVICE CALL

(AKA BILLABLE CALL)

For our customers not on maintenance, but instead opt for a per call charge, we provide secondary support. Please reference this in your call. You receive the same quality service, but the charge is per call, not per incident. This means that if you call, we assist with your question. If we come to a resolution, the next call you place is subject to another per call fee. In the event we call you back in reference to a question, it is not considered a second call.

To secure our services, you must present us with a valid Credit Card at the beginning of the call. No questions can be answered until we have the credit card information. "Billable Calls" are charged at the rate of \$35 for the first 15 minutes and \$25 for each additional 15-minute interval. Sorry, but we can not provide this service as an invoiced charge

OFF MAINTENANCE - 24 HOUR

Off maintenance customers are placed in a queue. We are happy to either guide you to reference material or other means of resolution, but we cannot provide you with direct technical support information without you first moving to an on Maintenance status or agreeing to a **Per Use Service Call** (see above for explanation.)

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Why do I need a code for my Upgrades?

This is a frequent question asked several times in recent weeks about upgrade codes and why you need them. The answer is two-fold:

First and foremost, we need to protect your, and our, investment. Our transition to Internet distribution allows us to distribute software updates to you more efficiently, more frequently, but poses security obstacles. The updates we make available on our website are all-inclusive; meaning you no longer have to incrementally upgrade. This makes your upgrade experience quicker, easier, more efficient. However, this also makes the software vulnerable for License Infringements (theft). The registration code protects us all.

The second reason we require a code is to effectively track and monitor which of our customers use which features in SmartCAT. This gives us the ability to fine-tune the distribution and notification process, providing you with a better customer service experience.

Secured Forums

We are building and releasing to all of our On Maintenance customers a new secure forum platform. The secure forums are designed to give you, the customer, a leg up in the service world. You are now able to find more detailed information on how to make functions work for you in all our products. You are also able to securely submit postings for review by our technical design and support teams. We will also post, only for customers on maintenance, FASQ's (frequently asked support questions). These FASQ's are one more tool to help you get answers to your most common questions, anytime, anyplace using your internet connection.

By providing you a secure channel of communications with us, we can post more technical information, responding to your technical support questions in a public forum.

Why the Change?

We are willing to bet that some of you are asking what the difference is between the new forums and the old forums we used to run. Well, it's more efficient for us to provide a greater degree of value to you, customers who have been on service and have transitioned into our Software Maintenance program. We needed a way to prevent distribution of support information to the mass public.

Why not just give out technical support in your old forums?

As some of you may have noticed, we stopped providing the majority of technical support in our public forums. We did this to protect your investment and the value we bring to you.

For example, suppose Customer A, who is on Maintenance, has an issue they need resolved and Customer B, with the same issue, is not on Maintenance. Customer A posts in our forums at www.caption.com. We here at Cheetah, providing the best customer service to Customer A, reply post haste with all the appropriate information at our disposal.

Customer B, who has not paid for maintenance, looks at the forums, sees the answer, and both customers get the answer they needed but only one of them is supporting the technical staff and process to make answers available.

What this means is customer A bears the entire burden of cost for services we provide, while customer B pays nothing. This is not fair to Customer A, who works just

You may find our new forums at
www.cheetahusers.com !!!



For More Info Visit: www.caption.com

HOME

NEWS - Current Headline News
 CAT CHAT - Copy of our latest Newsletter

PRODUCTS – Info and System Requirements

SMARTCAT - Info and System Requirements
 SMARTCAT UPDATES – Schedule for Patches/Upgrades
 TURBOCAT - Info and System Requirements
 CAPTIVATOR NL - Info and System Requirements
 CAPTIVATOR ONLINE - Info and System Requirements
 CAPTIVATOR OFFLINE - Info and System Requirements
 STORE - On-line Service Renewal and Seminar Registration
 TOTAL ACCESS - Info and System Requirements

CONTACT US

SALES – Direct Access Via Email
 COMPANY – Via Email, Telephone, or Fax

DIRECTORIES

COURT REPORTERS - Complete the online form to be included
 SCOPISTS - Complete the online form to be included
 CAPTIONERS - Complete the online form to be included

USER CENTER

ABOUT CHEETAH – A Brief History
 DOWNLOADS – Available products, patches, updates
 FORUMS – For Every Product and Every Need
 FAQ – About Everything
 CC RESOURCES – Captioning
 CR RESOURCES – Court Reporting
 TRAINING – Want to be a Trainer?
 EVENTS – What, When and Where

as hard for their money as customer B. It is also not fair to us, as a company, because, as our costs rise, we must pass those costs off to customer A only. We cannot divide them out amongst all our Cheetah users, preventing us from having a competitive position in the market.

If you have an idea that you feel would work better and be fair to everyone we would be happy to hear about it. cats@caption.com

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Maintenance Reinstatement

Since SmartCAT is “New” software, not just an Upgrade from TurboCAT, it has always been our plan for SmartCAT to be released to every TurboCAT System On Service at the time of SmartCAT’s release at no additional charge. After initial release, SmartCAT stands on its own at a retail price of \$3,495 with its own maintenance contract and reinstatement policy.

If you received coupons in February 2002 for SmartCAT, you should have received the initial release in October 2002. Our records indicate your TC System Number also covers your SmartCAT System. You have the option of maintaining your Maintenance contract for either TurboCAT or SmartCAT or both as a bundle. 12-month Maintenance contracts for either software is \$595. The Bundle program, covering TC and SC, is \$795. You have the option, at each annual renewal, to choose which software Maintenance contract is best for you, keeping in mind each product has a different reinstatement fee.

TurboCAT: If your TurboCAT system is Off Maintenance and you wish to renew, there is a flat reinstatement fee of \$400 in addition to the \$595 for the 12 month Software Maintenance Contract. This is the cost regardless of how long this system was off maintenance.

SmartCAT: If your SmartCAT system is Off Maintenance and you wish to renew, there is a \$600 per year reinstatement fee (pro-rated for the number of months) in addition to \$495 for each Upgrade released since your SmartCAT Maintenance contract expired. The total for reinstatement and Upgrades will not exceed 75% of current new SmartCAT software price. This pricing is established to encourage continued Software Maintenance that supports continuing software development and technical support. This also assures that customers who do not continue to support Cheetah do not reap the benefits of those who do.

Additionally, effective July 1, 2003, you will have a 10 day grace period to renew your Maintenance Contract before needing to pay the reinstatement fee.

We have 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 training 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 for registration form and details along with additional information on the Annual Conference.



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@caption.com.



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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

Rich Cushman

We would like to announce that Rich Cushman has joined forces with Cheetah International, as **Director of Software Engineering**.

Rich is a 1982 graduate of the University of Arizona (Go CATS!) He brings a strong and diverse background in Software Development, Product Marking and Field Sales/Support, with Fortune 500 companies like Storage Tek and IBM. Rich has also founded two successful start-up companies involved with software technologies. Rich currently lives in Tucson, AZ with his Golden Lab, Jasmine.

Michael Cross

We are also happy to announce that Michael Cross signed on the last week of May as our **Customer Service Manager**.

Michael brings to us over 7 years experience in Customer Service, Call Support, Sales and Product Training in a software related environment. As a Communications Major from Cal State Fullerton he brings to Cheetah excellent credentials that will augment our focus on being a Customer Service organization.

You can welcome Rich and Michael aboard at richc@caption.com and michaelc@caption.com

Bon Voyage

We are very sorry to announce that **John Moore**, our Tech Support / Development Manager, has taken a leave from his position with Cheetah to assist in a family business.

We are also sorry to say good-bye to **Jeff Brewsaugh**, Customer Service, who is moving to Massachusetts, where his wife has accepted a teaching position with Perkins School for the Blind.

Everyone here at Cheetah wishes John and Jeff the best of luck in their new endeavors. We are going to miss the "Big" guys!



"Using SmartCAT" Registration Form

Name: _____ Address: _____ City, State, Zip: _____

Phone (Work): _____ (Home, Other): _____ Email: _____ Fax: _____

June 6, 7, 8 Double Suites, Time Square, NYC, NY

July 11, 12, 13 Embassy Suites San Francisco, CA

Training Day Registration: Registration (On-Maintenance) @ \$185 Registration (Off-Maintenance) @ \$285

Training Day and Hands On Practice Day Registration (On-Maintenance) @ \$370 (Off Maintenance) @ \$570

July 19 Hilton Phoenix East/Mesa, AZ – Hands On Practice Day (Prior SC Training Required) @ \$185

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

Will attend the SmartCAT Orientation on Friday Evening (No Charge)

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

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SmartCAT Training Information Included