The Executive Summary

This is a plan to carry out the development of *the mudoc technology,* a new language facilitation technology that will extend the capabilities of most individuals in acquiring, handling, using, and understanding text. The tools of the mudoc technology will enable nonreaders to teach themselves to read and will enable most readers to consume text at faster rates and to achieve higher levels of comprehension and retention than is presently possible. The new tools will bring into use publications that are far more user-friendly – publications that are more readable and easily understood than today's electronic or print-on-paper publications. By facilitating the acquisition, consumption, and enjoyment of text by consumers, the tools of the mudoc technology will help electronic publishing realize its great promise.

The table of contents that precedes this summary provides a good outline of the plan. The 116 pages that follow provide detailed plans for the development and implementation of the tools of the mudoc technology. The 17-page index that follows the plan enables the reader to quickly find any topic discussed in the plan. And the 18-page [glossary](#) that is available at mudoc.com and is included in *The Mu Primer* manuscript, an addendum to this plan, provides definitions and pronunciations of the technical and/or newly-coined terms used in this plan. *[The Mu Primer](#)* manuscript also provides extensive descriptive and pictorial information about the software, hardware, and linguistic elements of the mudoc technology.

The centerpiece of the mudoc technology is The Mudoc Corporation's software invention, *[interactive movable type](#).* Interactive movable type offers readers a new kind of relationship with text. Unlike conventional text, which is passive and unresponsive to the reader's needs, interactive text is sensitive and responsive. With text set in interactive movable type, the reader will be able to specify how a document's text is to be displayed. Interactive movable type (often called *mūvable type*, for short) will enable the reader to manipulate and present the text in whatever ways will optimize his or her own particular perceptual and cognitive capabilities, whether those capabilities be very extensive or extremely limited.

The increased reader-empowerment provided by mūvable type will make possible a new kind of electronic publication, *the mudoc.* Unlike conventional publications, which, of course, are designed prior to publication, the final design of each mudoc will be made at the time of reading. Thus, each mudoc will be tailor-made for each reader. Readers of conventional publications must do the best they can with products that have been designed beforehand with the "one-size-fits-all" approach of the publishers. But, when a mudoc is being read, the reader can have the publication's text presented in whatever way will best satisfy his or her own immediate needs and desires.

Mudocs will be supported by *mudoc reference substructures,* large reference collections that will give the reader easy and immediate access to extensive information about any word the reader encounters in the publication. Mudoc reference substructures will enable each reader to function as an expert in the language being used in the mudoc being read.

"[What is a mudoc anyway](#)?" – one of the monographs published on Mudoc Corp's website, [mudoc.com](#) – discusses the basic features of mudocs and mudoc reference substructures.

With text that is set in interactive movable type and is supported with reference substructures, mudocs will remove many of the barriers that have, in the past, prevented individuals from becoming highly effective readers. Mudocs will enable almost everyone to read and will enable most readers to become superreaders. For most of its users, the mudoc will prove to be a life-changing, life-enhancing product.

The Mudoc Corporation believes the mudoc will become the most desired and widely consumed IT product. The most frequently purchased products over the Internet will probably be mudocs. Mudocs (or equivalent digital vehicles) will become the principal vehicles used to transport publications with text and other kinds of data to consumers. Most of tomorrow's newspapers and magazines will be delivered electronically to consumers as mudocs. Many of the books and movies that are consumed will be *MuvieBooks*, mudocs that combine books and movies. "[How Tomorrow's Movies Will Differ](#)" on mudoc.com discusses the eventual melding of books and movies in the digital age – how movies will come to be provided in increasingly text-rich environments – and how books will come to incorporate video segments and movies.

The Mudoc Corporation expects to become the principal deliverer of mudocs around the world – or at least one of the principal providers – and to generate very large revenues through such activities. The Company's plan for the delivery of mudocs outside the U S is described in its Web page, "[The MuPress](#)." The plan tells how The MuPress will collaborate with digital publishers in other countries in developing open source versions of the mudoc software in their indigenous languages – and in delivering mudocs to consumers in both English and all the other versions that have been developed around the world.

The company's two primary goals are (1) to see mudocs and the tools of the mudoc technology brought into the widest possible use around the world and (2) to bring about development of the computer language called *Easy* [described in "[Languages of the Future](#)" Chapter 4 in *The Mu Primer* manuscript, and discussed in this plan's "[Easy Development](#)" section, pages 68-72 – both of which are available on mudoc.com.

Easy will be developed by a number of linguistic research organizations around the world, the efforts of which will be coordinated by a not-for-profit corporation, The Center for Advanced Studies in Linguistics (The CASL – usually called "The Castle"). The CASL will be the principal recipient of the company's charitable contributions. The Mudoc Corporation will contribute at least one per cent of its gross revenues to The CASL until the company has satisfied its obligations to its venture capital providers, after which it will contribute at least two per cent of its revenues to The CASL.   If the development and success of *Easy* is to be assured, the company must generate exceedingly high revenues. Thus, the third major goal of the company will be to attain and maintain an obscenely large revenue flow through the company's coffers.

This plan describes in considerable detail how The Mudoc Corporation will develop and market the tools of the mudoc technology. Initially, the company's efforts will be focused on completing development of the mudoc software and the mudoc as a delivery vehicle. During this period the company will start seeking strategic partners in the U. S. and elsewhere who might collaborate in bringing to consumers the products and services that are described in this plan. Then, as described in the section, "International Development Program," pages 62-67, the company will attempt to develop a *mudoc consortium* in each nation – a group of public and private organizations that will, in concert, work together to deliver the tools of the mudoc technology to every person in the nation and, in the process, to bring that nation to full literacy and high erudition.