

AUGUST 2012

◆ GET SMART WITH TRANSLATION ACES! ◆



Was Maxwell **Smart** multilingual?

Synonyms abound for anything or anyone deemed to be **smart** these days, from phones to fashion. Though the word did originate in Old and Middle English [*smert*, causing pain], that sense of the verb is rarely used and barely known by younger speakers of American English today -- perhaps because everyone's too **smart** to get stung by a bee or burnt by the sun.

We all know some fun derivatives and/or synonyms for **smart** people: *smarty* and *smartyboots*, *smartaleck* or *smartalec*, *wisenheimer*, *wisecracker*, *wise guy* and *wiseacre*, first appearing in English in the late 1500s from the Dutch *wijssegger* (soothsayer) via Old High German *wizzago*. The etymologies of *wiseacre* and *wise* are not completely distinct, though; the ancestors of *wiseacre* are loosely tied to the same Old English root that gave us *wise*.

In English, we know a **smart** [chic] outfit is different from a **smart** [knowledgeable] student or a **smart** [shrewd] investment or a **smart** [sassy] retort, but the verb is what stings! Does doing a **smart** thing or using a **smart**phone *smarten* you up enough to use a **smart**board?



Is this candy eaten by the **smart** set?

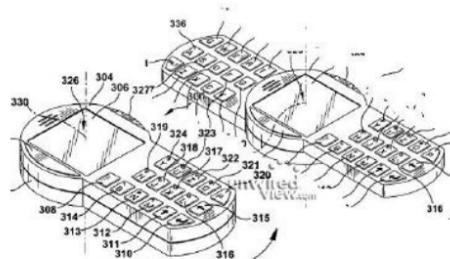


Do dictionaries make us **smart**?



Does this car cost **smart** money?

◆ THIS MONTH'S HIGHLIGHT ◆



We recently translated 14 patents from Japanese to English concerning various competitor manufacturers' **smart**phone GPS systems

◆ FEATURE ◆ Lingua Quiz!

- MIX & MATCH where which **SMARTYPANTS** knows it all:
 

(a) <i>Je-sais-tout</i>	(1) Rotterdam
(b) <i>Sabelotodo</i>	(2) Venice
(c) <i>Saccente</i>	(3) Toledo
(d) <i>Sabichão</i>	(4) Frankfurt
(e) <i>Besserwisser</i>	(5) Rio
(f) <i>Chytrák</i>	(6) Avignon
(g) <i>Wijsneus</i>	(7) Prague
- Which are actual organizations for which the acronym is **S.M.A.R.T.**?
  - Self-Monitoring, Analysis and Reporting Technology
  - Signaal* Multibeam Acquisition Radar for Tracking (Dutch naval radar)
  - Science, Mathematics and Research for Transformation
  - Service Maîtrise des Risques au Travail* (French: Service Risk Management at Work)
  - Structures et Marché Agricoles, Ressources et Territoires* (French: Agricultural and Market Structure, Resources and Territories)
- TRUE** or **FALSE** statements regarding the history of your **smart**phone:
  - The first patent combining intelligence, dataprocessing and visual display screens with a telephone was filed in 1973.
  - The first cellular phone to incorporate PDA features was developed by IBM in 1992, marketed to consumers in 1994 by BellSouth and called a "Simon Personal Communicator," the first device to be properly called a "smartphone."
  - A palmtop computer-style phone combined with an HP PDA was released by Nokia in 1996.
  - People still carried both a mobile phone and a PDA into the late 1990s.
  - Palm introduced the first smartphone in the US in 2001, combining a PDA and a mobile phone via Verizon, though it was not widely used outside North America at the time.

ANSWERS:

- (a) = (6); (b) = (3); (c) = (2); (d) = (5); (e) = (4); (f) = (7); (g) = (1).
- All of them! (And dozens more...)
- All TRUE.