



case study

TV News Station

> INTELLscribe

- > ENPS Script Printing
- > Broadcast Printing
- > Shared Printing

“With [INTELLscribe], we were able to map a single printer that actually represents four printers for printing scripts for anchors and reporters.”

» INTELLscribe in the Newsroom

- Simplify script distribution
- Create a more reliable print environment

Newsrooms are using INTELLscribe's broadcast printing function alongside their ENPS newsroom systems (as well as iNEWS™ and others) to easily print scripts simultaneously to multiple network printers (see diagram). In many cases, these printers are loaded with specific colored stock for different people. By sharing the printers, network users in the newsroom are allowed access to INTELLscribe's broadcast printing feature.

With INTELLscribe, script printing and distribution are simple and inexpensive. Newsrooms and broadcast companies can install INTELLscribe and immediately simplify the script printing process.

With INTELLscribe's broadcast printing feature, ENPS® newscast scripts are sent simultaneously to multiple HP network printers. Windows network users have access to the broadcast print feature when the printer is shared.

BUSINESS NEED An Arkansas news station needed the ability to print an ENPS news script once but have it sent automatically to multiple printers at the same time. Having recently purchased AP's ENPS news system, the station also needed the ability to share the four to six HP Laserjet 4350 network printers so different workstations could print scripts to the devices.

SOLUTION: INTELLscribe The news station turned to INTELLscribe's broadcast printing feature to meet its needs: Broadcast printing allows a script to be printed once from the newsroom system and have it sent simultaneously to any number of predetermined network printers.

In addition, the news station shared the printers configured on the server so the Windows' workstations could broadcast scripts to multiple printers as well. By installing INTELLscribe on the server and sharing the printers, this transformed the Windows server running INTELLscribe into a robust print server, which could be centrally managed

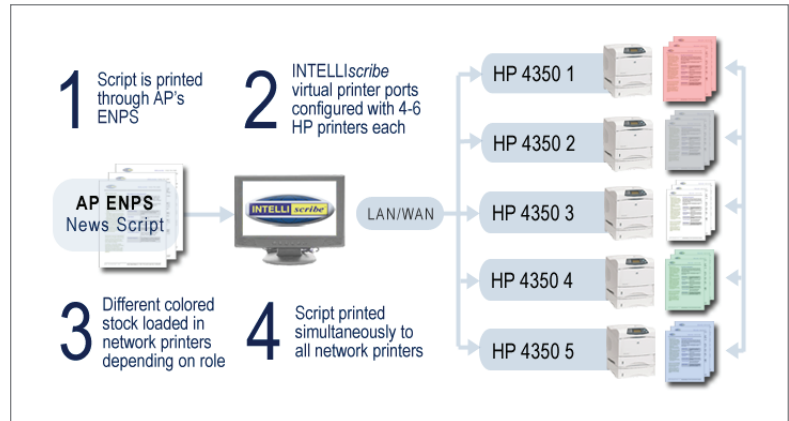
RESULTS With INTELLscribe in place, the station has experienced the following improvements:

- » Scripts generated and printed from AP's ENPS newsroom application are printed simultaneously to multiple network printers.



About the Customer Media General is a diversified communications company operating leading newspapers, television stations and online enterprises, primarily in the Southeastern United States. The company's publishing assets include three metropolitan newspapers; 22 daily community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; and more than 100 weekly newspapers and other publications.

The company's broadcasting assets include 26 network-affiliated television stations that reach more than 30 percent of the television households in the Southeast and nearly 8 percent of those in the United States. The company's interactive media assets include more than 50 online enterprises that are associated with its newspapers and television stations.



Newsroom script printing setup with INTELLscribe installed on a server

- » Printing redundancy is available for jammed printers.
- » Windows workstations are able to send jobs to multiple printers automatically.
- » Read more about [news script printing](#) with INTELLscribe

- » [INTELLscribe. The Power to Print.](#)
- » Try the free INTELLscribe trial to find out what INTELLscribe can do for you. And be sure to contact our knowledgeable staff for free pre-sales technical support.



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