



case study

Portable, Low-cost Newsroom Printing

> INTELLscribe

- > Broadcast printing
- > iNEWS® scripts
- > Special events
- > Portable printing

INTELLscribe meets broadcast requirements and offers features unavailable from Microsoft and other print providers

Using INTELLscribe, a broadcaster has improved and simplified its script printing process in the studio and at remote events: Scripts are sent to multiple printers simultaneously and personnel no longer collate copies at a single printer.

» INTELLscribe in the Newsroom

- ◇ Simplify document distribution
- ◇ Create a more reliable print environment
- ◇ With INTELLscribe, script printing and distribution are simple and inexpensive. Newsrooms and broadcast companies can install INTELLscribe and immediately simplify the script printing process. Read more about [news script printing with INTELLscribe](#).

BACKGROUND Faced with shipping large, expensive line printers to major sporting events, a large broadcaster decided to look for a better way to print scripts in its live television broadcast environment. Tally line printers had been used in the broadcast industry for decades, but the technology was outdated, inefficient, and non-redundant, and provided no easy way to quickly print scripts to many printers simultaneously.

BUSINESS NEED The company needed a way to print scripts simultaneously to multiple, high-capacity network printers. These network printers would provide built-in redundancy and flexibility not available with line printers—and would be much easier to ship to major sporting events and other locations.

SOLUTION: INTELLscribe To improve the company's script printing workflow, IT chose INTELLscribe. INTELLscribe allows a script printed from Windows-based workstations running Avid iNEWS to be sent simultaneously to multiple HP Laserjet 4250TN network printers. And by sharing the printers, network users were provided access to INTELLscribe's broadcast printing feature.

INTELLscribe has eliminated unnecessary steps in the newsroom; for example, personnel no longer need to collate copies at a single printer. INTELLscribe also provides printing redundancy for jammed printers and has improved output capacity. In the company's newsroom, the software's features allowed the script printing process to finally catch up with current technology.

One click, multiple copies of scripts.

iNEWS®
ENPSTM

INTELLscribe.

Free Trial.
Free Pre-sales Support

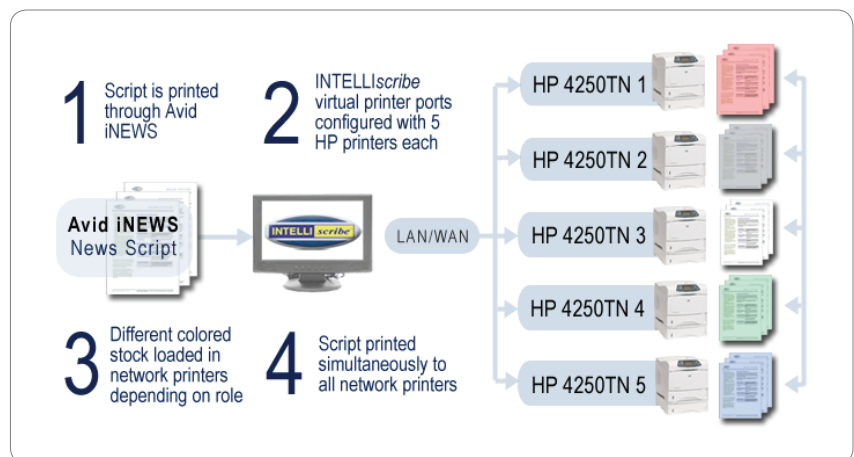


Scripts generated and printed from the Avid iNEWS newsroom application are printed simultaneously to multiple network printers.

SYSTEMS AND SETUP

- » Scripts are printed from Windows 2000 and XP workstations through Avid iNEWS
- » INTELLIscribe is installed on a server and the printers are shared
- » Each INTELLIscribe virtual printer port is set to use the broadcast printing policy, and each port is configured with 5 HP Laserjet 4250TN printers

RESULTS INTELLIscribe coupled with multiple network printers, the broadcaster



Script Printing Workflow with Avid iNEWS

has seen the following results:

- » Scripts generated and printed from the Avid iNEWS newsroom application are printed simultaneously to multiple network printers
- » Large line printers no longer need to be shipped to remote locations; instead, compact, less expensive network printers are sent
- » Output capacity has been improved
- » The company now has printing redundancy for jammed printers
- » Personnel no longer need to collate copies of scripts at a single printer, simplifying the script generation and distribution process

Brooks
Internet Software, Inc.

1820 E 17th St, Suite 330
Idaho Falls, ID 83404-6400 USA

Phone (208) 523-6970

Fax (208) 523-9482

Email support@brooksnet.com

URL www.brooksnet.com

◇ Founded in 1995, Brooks develops TCP/IP network printing solutions that allow Windows-based computers to print to and receive data from non-Windows computers: INTELLIscribe® for sending print requests, RPM Remote Print Manager® for receiving host print requests, and ExcelliPrint® for receiving AFP/IPDS print requests from IBM mainframe and midrange servers. For more information, call 208.523.6970 or visit www.brooksnet.com.