



success story

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.

THE CHALLENGE 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 Tally line printers had been used in the broadcast industry for decades, but the technology was outdated, inefficient, and non-redundant, and provided no easy way to quickly print scripts to many printers simultaneously.

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.

THE SOLUTION 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.

» 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](#).

- » Scripts are printed from Windows workstations through Avid iNEWS

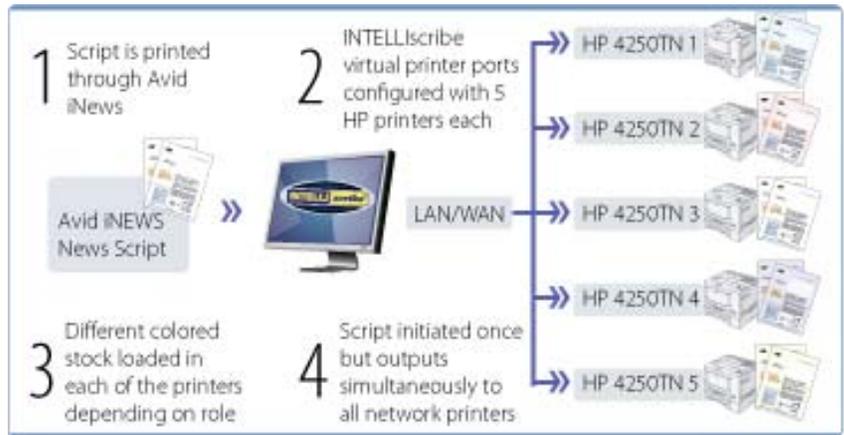


Scripts generated and printed from the Avid iNEWS newsroom application are printed simultaneously to multiple network printers.

- » Each INTELLIscribe virtual printer port is configured to use the broadcast printing policy and configured with 5 HP Laserjet 4250TN printers

THE IMPACT Using INTELLIscribe coupled with multiple network printers, the broadcaster 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



Script Printing Workflow with Avid iNEWS

- » Output capacity has been drastically 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

- » Download the free trial to find out what INTELLIscribe can do for you. And be sure to contact our knowledgeable staff for free pre-sales technical support.

BROOKS
INTERNET SOFTWARE, INC.

Founded in the beautiful landscape of Idaho Falls, Idaho in 1995, Brooks Internet Software is the leading developer of enterprise output management solutions. We are the trusted advisor for print solutions within 9 out of the top 10 Fortune Companies (2010), 68% of the Fortune 100 (2010), hospitals, auto manufacturers, state and local government agencies throughout the United States. If you are interested in an exploratory discussion about your printing needs please contact the RPM printing team at 208-523-6970 or email RPM@brooksnet.com.

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» **INTELLIscribe**
Improving document Workflows