



## Intelligent Messaging Application

New York Times College Point Facility  
Queens, New York

### The Application

The New York Times (NYT), one of the world's largest daily newspapers, employs Smart Alec® Intelligent Messaging software and 15 PowerView® LED displays at their new College Point Facility to disseminate real-time production data throughout the plant so that employees and management can observe and act upon up-to-the-minute statistics. Currently, the NYT College Point plant displays Press and Inserter information:

- Press messages include current jobs running on-press, the total number of papers produced, the number of papers that remain to be produced, and the number of papers per hour currently being run (speed of the press).

- Inserter messages display the job being run, the total papers inserted, and the amount of papers left to be inserted (for each particular inserter). Inserter summary messages include the same information, but on a per-job basis (i.e. the same job may be running on 3 inserters, thus NYT wants to view a total for the job).

The tri-color PowerView LED displays indicate process status – red for “stop,” green for “running,” and yellow for “make ready.”

Without additional expense, NYT also utilizes the Smart Alec system to distribute employee communications information as well as greetings to guests at the building's entrance.

### The Benefits

Smart Alec's installation has contributed to an increase in productivity at the New York Times because...

**1. Employees are better informed.** Employees now keep a close eye on the PowerView displays to be better informed about overall production statistics plant-wide. Management verified this fact following employee complaints during routine maintenance when the PowerView displays were turned off.

**2. Inventory is controlled.** The chances of internal misuse of printed inventory have been greatly reduced due to the real-time nature of the Smart Alec system. Now all employees are aware of their inventory status at any given time, with accurate, real-time counts displayed from department to department.

**3. Speed of communication has increased.** Prior to Smart Alec, when one part of the plant changed its pace, those down the line heard the news through a walkie talkie grapevine: the control room staff contacted the manager, who contacted the supervisor, who contacted the line employee. This communication path often took 15 minutes or more before adjustments in production could be made. With Smart Alec, all employees know simultaneously when something has changed and can make plans to respond more efficiently.

**4. Confusion is reduced.** Communication regarding production statistics between the control room managers, management, foremen, supervisors, and plant employees took place by both walkie talkie and telephone prior to Smart Alec coming on-line. Some employees could be seen carrying on two conversations or more at once. Confusion naturally occurred from time to time. Smart Alec has all but replaced the walkie talkie system now that everyone is kept informed at all times.

**5. Employees feel more involved.** At any given time and at any given place throughout the plant, employees can look up and see the progress of NYT products and are therefore more aware of the degree to which they are contributing.

**6. A plant-wide communications system was integrated in record time.** Smart Alec saved the Systems Integrator months of effort developing protocol converters, routers, and schedulers to send plant information to electronic displays.

### Implementation

The diagram on reverse shows how Smart Alec works with existing NYT information sources to send Press and Inserter information to PowerView displays.

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# Smart Alec

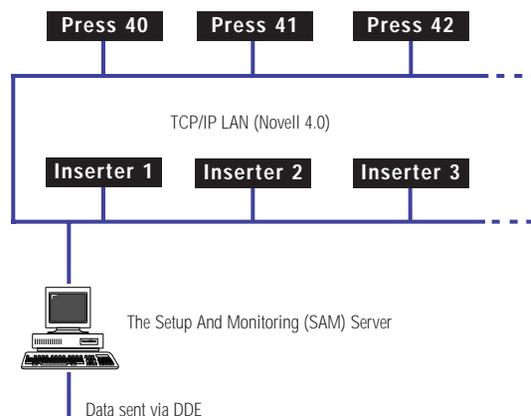
The Smart Choice for Intelligent Messaging



# Smart Alec Application Sheet — Real-Time Data Display

New York Times College Point Automated Publishing Facility

Information Source

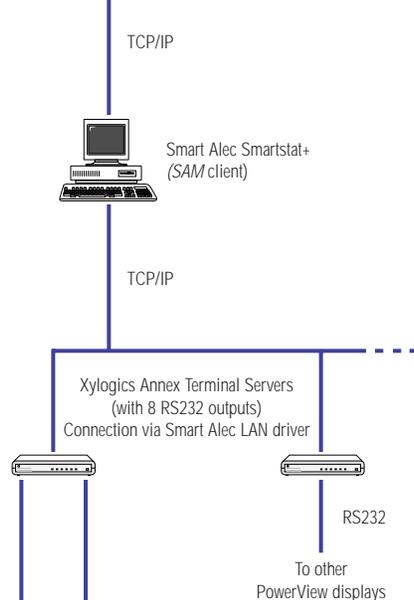


In early 1997, the New York Times installed a Smart Alec system as part of their automated publishing plant in Queens, New York. This facility prints a number of different newspapers and sections using high-speed printing presses (represented by the numbers 40, 41, etc.) and other equipment, like inserters and palletizers.

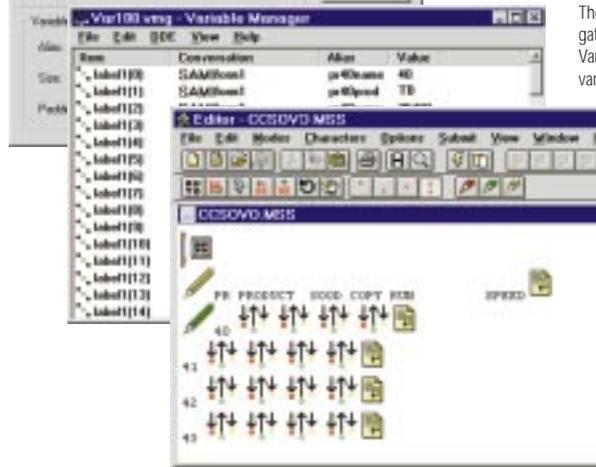
The Setup and Monitoring (SAM) Server is a custom software application written especially for the New York Times. SAM centralizes and coordinates information from the presses, inserters, palletizers, etc.

SAM uses an Oracle database for system information and runs along with Smart Alec on a Compaq ProLiant 6000 with Windows NT. Data is sent to Smart Alec from SAM via a DDE link.

Analysis



A DDE Request is created for each variable (e.g., PR, PRODUCT, etc.)

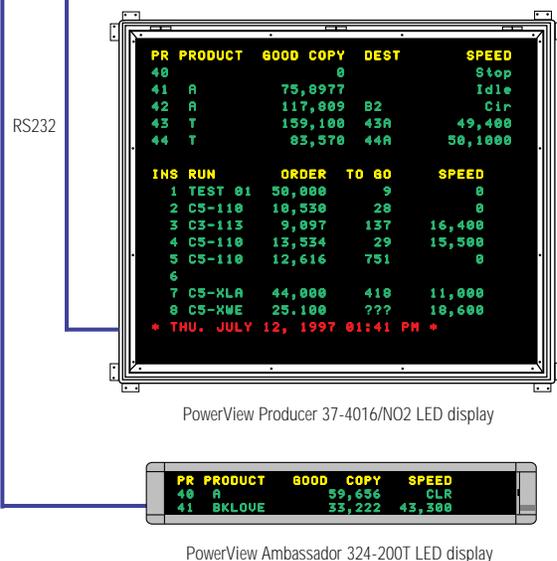


The Variable Manager is SAM's gateway into Smart Alec. The Variable Manager lists all the variables and their current values.

The Smart Alec Editor formats messages that contain SAM's variables.

These messages are then scheduled to be sent to output devices like PowerView displays.

Distribution



Real-time data are constantly updated on PowerView displays.

At the New York Times facility, over 800 variables on 15 displays are updated approximately every 3 minutes — or over 15,000 variable updates per hour.

For example, this display uses these five categories of Smart Alec variables:

- PR = press ID number
- PRODUCT = what's being run on the press
- GOOD COPY = number of copies already run
- DEST = destination
- SPEED = number of copies run per hour
- INS = inserter ID number
- RUN = product ID
- ORDER = number of copies run
- TO GO = number of copies remaining

PowerView displays used at the NYT facility:

- One PowerView Producer 37-4016/NO2 (40 characters x 16 lines) — *pictured*
- Four PowerView Producer 37-4012/NO2 (40 characters x 12 lines)
- Three PowerView PV-CM024012P03TRI (24 characters x 12 lines)
- Seven PowerView 324-200T (33 characters x 3 lines) — *pictured*