Formation
Knowledge-Based Layout of BT Yellow Pages

Description:

◆ A knowledge-based system for laying out Yellow Pages.
◆ Must include text entries, fixed size advertisements, headings etc.
◆ Allows programming of document styles.
◆ Allows dialogue-based modification and reconfiguration of programmed styles.
◆ Automatically lays out telephone directory according to style.

Technical approach:

◆ Layout styles are defined in a purpose-built object-oriented language, implemented in Lisp.
◆ Allows definition of page geometry, page items, layout strategy, and modular heuristics.
◆ Can be used by non-programmers.
◆ Pindar staff worked alongside AIAI during language development to obtain full working knowledge of the language.
◆ Success through flexibility, usability & technology transfer.

Benefits:

◆ Originally commissioned by Pindar Set to complete the contract to produce the UK Yellow Pages.
◆ Lays out directories at over 1500 pages/hour.
◆ Fast and flexible response to change requests.
◆ Small reduction in wasted space brings large cost savings.
◆ Generic and customisable, allowing production of a variety of Yellow Pages styles.

AIAI and Pindar Set
http://www.aiai.ed.ac.uk/project/formation/