

Formation

Knowledge-Based Layout of BT Yellow Pages



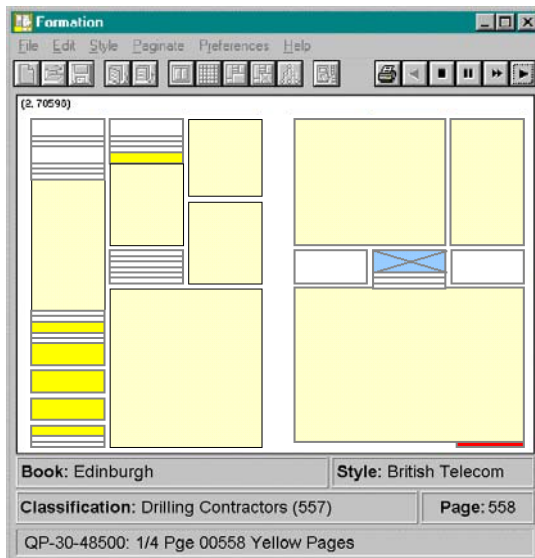
Description:

- ◆ 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.



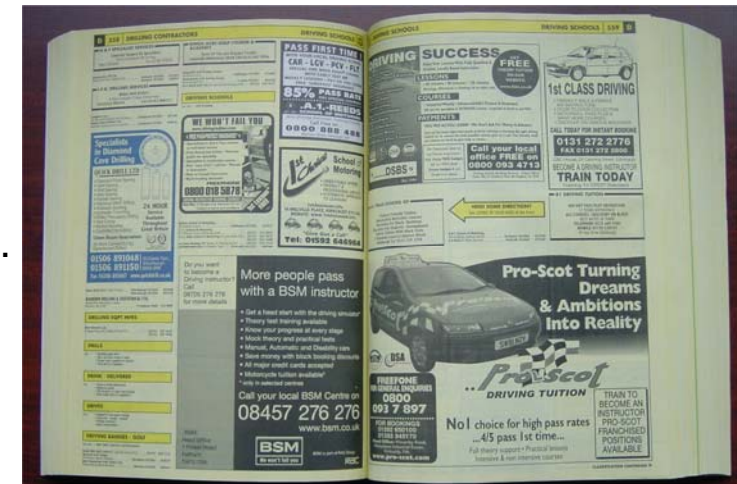
Technical approach:

- ◆ 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/>

