

**NAEM Conference: Intel Launches Live Video, Real-Time Emissions Metrics for Public**  
**By Tamar Wilner, Environmental Leader**  
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<http://www.environmentalleader.com/2011/03/03/naem-conference-as-environmental-it-systems-get-older-users-seek-new-functions/>

Intel has launched a public website, complete with a live video feed, to inform New Mexico residents about plant emissions levels, an Intel staffer said at a conference yesterday.

Speaking to Environmental Leader at the National Association for Environmental Management (NAEM) conference on environmental management systems, in San Antonio, Texas, project manager Marissa Yao said the Explore Intel site went live on Friday.

The site reports real-time emissions and abatement data of Intel's manufacturing facility in New Mexico, and offers a live video feed of steam being released from plant cooling towers.

Data offered includes the current status of scrubber and volatile organic compound (VOC) abatement units, cumulative MWh of energy generated by the plant's solar installation, percent of solid waste recycled during the previous quarter, and amount of water conserved during the previous quarter.

Clicking a button for "additional environmental data" reveals 14 more metrics under the categories of air, solar, waste and water, although these are mostly quarterly figures rather than live reporting.

Another click shows visitors where air emissions controls devices are located on each of three plant buildings.

"The purpose [of the site] was simple: establish more current and trusted communications directly with our community," an FAQ on the site explains.

"We want people – regardless of whether they live one or 100 miles away – to understand how the different areas of the site function and how they can better understand and monitor the environment-related activities that go on.

"This is not the only device the company will use to communicate, but it's a key building block for a more transparent Intel."

The site also offers a "notifications" window, which at the time of writing informed visitors that Intel is planning to submit an administrative permit revision because the equipment source names on its site air permit do not match equipment tag names listed in an air emissions control table.

Intel will judge reaction to the site to determine whether to expand the model elsewhere. Yao said the company is considering China for its next website roll-out.