



# Education/Distance Learning

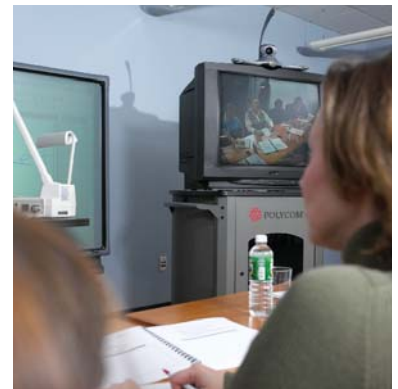
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## Challenge

A leading medical university in the southeast desired to provide increased professor and student flexibility in their newly improved distant learning educational program. A primary desire was student outreach— instructors needed to be able to teach to students located in different classrooms throughout the campus, with future expansion to at-home students via the internet. The university wanted to provide a method whereby professors could teach the lessons when they wanted, around their medical practices, and students could attend the classes at their convenience. It was also critical that the educational content was equally available to all students and that no one was disadvantaged as a result of the technology solution. Finally, the solution must provide a method for cost recovery via billing to individual classes. Bringing these objectives together would require the use of a multipoint visual communication system that, at its core, was on-demand for both the professor and the student.

## Solution

The University turned to Applied Global Technologies—the provider of a reservationless, multipoint video conferencing service that required minimal user training and featured an intuitive menu-driven user interface. Branded as **VIDEO PRESENTER™**, this system offered the professors the ability to record their lectures in front of a full or empty classroom of students using a standard video conferencing device. The built-in features also empowered the professor to show various visual presentations (from the video conferencing appliance or from a PC) during the live classroom and inside the recorded lecture. Within two minutes of the lecture's completion, professors are able to go online and store the lecture for students to access on-demand using their PCs and the internet.



## Result

The on-demand video conferencing service, **VIDEO PRESENTER™**, not only allowed the professors to host multipoint video conferences, with different college sites participating in a live classroom session, but it also provided the flexibility to record the sessions for on-demand viewing as well. This added flexibility resulted in a “competitive advantage” for the university as it equally sought to add students to its distance learning program. Per site pricing provided the method to accurately bill a fixed price per class. In addition, the new system has presented an added revenue stream—allowing the University to charge students an additional fee for the flexibility achieved through the technology. They are able to maximize their time for best performance and a higher level of learning.

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