

TANDBERG CUSTOMER PROFILE

Dublin Institute
of Technology



- **GOAL:** Expand educational and administrative collaboration between Ireland's largest provider of higher education and its partners in Ireland and abroad
- **SOLUTION:** TANDBERG 6000 codec
- **RESULT:** Broader student base, expanded course offerings and wider revenue stream flowing from distance learning projects, conference activity and co-sponsorship of research

"We are using it to strengthen and broaden our ties to countries throughout the world in ways we never would have imagined just a few years ago. We look forward to what happens next."

ROY MOORE, DUBLIN INSTITUTE OF TECHNOLOGY

LEARNING BY SEEING

As one of Ireland's foremost educational institutions, the Dublin Institute of Technology (DIT) is known for its commitment to technical and scientific innovation, economic and social development as well as culture and education both in Ireland and internationally.

It is the largest provider of higher education in Ireland, with some 21,000 students. Its six main campuses and more than 40 ancillary sites are all in Dublin, but students who live hundreds or even thousands of miles away can participate in DIT's courses and programs without ever setting foot in Ireland's busy capital.

As an internationally active institute, DIT is regularly involved in a variety of projects and programs -- including distance learning -- in countries ranging from China to the United States. In 1997, DIT became involved in the African Virtual University, a project funded by the World Bank to deliver lectures into sub-Saharan Africa by way of satellite technology. At first, video communication was seen as little more than a supplement to the educational program. But as time passed, educators from the Institute noticed with growing enthusiasm that potential applications for video communication extended far beyond distance learning. Video communication, they found, could strengthen long-distance relationships by facilitating cost-effective meetings, conferences, seminars and interviews.

SEAMLESS INTEGRATION

According to Roy Moore, DIT's Technical Coordinator of Telematic Facilities, videoconferencing is the next best thing to meeting in person. Mr. Moore, who is the main operator of the Institute's equipment, says video enhances the relationship between collaborating universities.

"Without a doubt seeing someone -- being able to observe his or her body language while they speak -- makes a huge difference in the quality of the interaction," he says. "Students are able to share, visually, what they're working on, and this fosters a better understanding of what's going on."

In April 2003, the Institute purchased a TANDBERG 6000 codec system, which is designed with open-standards connectivity to integrate simply into existing audio-visual studios. It is capable of delivering distance learning programs and can handle video calls at bandwidths up to 2 Mbps ISDN and 3 Mbps IP. Mr. Moore recalls that the Institute chose TANDBERG after considerable market research and performance testing to measure factors such as ease-of-use, reliability, bandwidth capability and video and audio quality. The TANDBERG system is used throughout DIT

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for a range of purposes.

The Institute integrated the TANDBERG 6000 smoothly into DIT's telematic facilities.

"All of the auxiliary systems are pre-set so we can use all types of cameras as well as videos, PCs with Power Point presentations and DVDs with the system," explains Mr. Moore. He says the wide variety of peripheral devices that the TANDBERG unit accommodates is a boon to meeting participants.

EMBRACING SHERKIN ISLAND

Another significant advantage of the new system, Mr. Moore says, is its ease of adaptability. "We can connect easily with any system, from any manufacturer, even much older systems, while controlling audio and video settings," he says. "The benefits of the TANDBERG systems are widely recognized throughout the college."

On average DIT uses the videoconferencing system once a day. Users include post-graduate students involved in research projects at other universities and institutions throughout the world. MA or PhD students often take oral exams administered from abroad while other students participate in distance learning courses. Lecturers and other staff members use the TANDBERG-based system to participate in international conferences, and DIT administrators use it to conduct interviews with job candidates abroad.

Currently the Institute is running two regularly scheduled distance-learning programmes. According to Mr. Moore, both have been successful.

"One is an Art and Culture course run for DIT students who are based on an island off southern Ireland called Sherkin Island," says Mr. Moore. For two years, all lectures have been provided by videoconference from DIT's main campus in Dublin.

"Previously, students would have had to travel to Dublin to take the course," notes Mr. Moore. "This video communication solution has enabled them to stay on the island and study. Without videoconferencing, this course would not have been possible."



DIT's Kevin Street campus



DIT's Aungier Street campus

FIRST EVER 3-MBPS LINK

DIT also collaborates by video with the University of Birmingham (which has its own TANDBERG 6000) to offer an MSc degree in epilepsy. One group of students gathers regularly in Dublin and the other in Birmingham, but they interact and study as if in a single location.

"Student reaction has been very good," says Mr. Moore. "They all passed their first

year exams, so it's safe to say it worked very well."

As the first 3-Mbps link ever used in Ireland, the Dublin-Birmingham project has been recognized as groundbreaking. In Ireland it relies on the education sector's high-speed IP network, HEAnet. In the UK, transmission is handled by the comparable JANet education and research network. With such high bandwidth, Mr. Moore says, latency is a non-issue.

Aside from the distance learning projects, DIT has employed video communication as a means of participating in international conferences that its staff

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members would otherwise be unable to attend. "In 1998," Mr. Moore recalls, "we organised a major conference -- the First International Post-Graduate Research Conference -- with participation from South Africa, the U.S., Germany, Australia and Holland by way of video."

DIT's Human Resources Department relies on video communication to conduct employee interviews. "These Interviews can take place with candidates all over the world," says Mr. Moore.

The Institute's success with video communication is leading it to pursue other projects as well. Currently in the pipeline is a distance learning project with Chinese partners, as well as several other post-graduate projects. In addition to benefiting students, Mr. Moore says, the technology adds to DIT's revenue stream by broadening its student base.

"The more we use the system, the more we realize its potential," he says. "We are using it to strengthen and broaden our ties to countries throughout the world in ways we never would have imagined just a few years ago. We look forward to seeing what happens next."



DIT's Rathmines Road campus

ABOUT TANDBERG

TANDBERG is a leading global provider of visual communication products and services. The Company has dual headquarters in New York and Norway. TANDBERG designs, develops and markets systems and software for video, voice and data. The Company provides sales, support and value-added services in more than 90 countries worldwide. TANDBERG trades publicly on the Oslo Stock Exchange under the ticker TAA.OL. Please visit www.tandberg.net for more information.

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