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**Launch of online interactive Churchill speech highlights power of internet learning**

*Churchill's desire for 'special relationship' between UK and US still reverberates almost 60 years later*

London, UK – March 5, 2005 – On the anniversary of Sir Winston Churchill's renowned 'Iron Curtain' speech of 5<sup>th</sup> March 1946, Cisco Systems, Inc. and MWR, leading innovators in technology-enhanced learning, today launched [www.churchillspeeches.com](http://www.churchillspeeches.com), to make the speech more widely accessible using the latest internet technology, with unparalleled interactivity, analytical tools and supporting commentary. By placing the speech in a modern context, it is now possible to see how many of Churchill's views are echoed almost 60 years later, such as his desire for 'a special relationship between the British Commonwealth and Empire and the United States of America' and the role it should play in 'steadying and stabilising the foundations of peace.'

The project was developed with the full backing of the Churchill family. "The Internet gives us a whole new dimension to explore the Churchill archives," says Winston Churchill, grandson of the late Sir Winston Churchill. "We hope that by moving this piece of British heritage online, we will be able to share his vision with a wider audience and explore the relationship of his vision with more contemporary politics."

Nick Penston, Public Policy Manager at Cisco Systems, says: "This new interactive publication is an excellent example of how the Internet can and will be used for learning. By making history easier to digest and understand, our cultural heritage can be made more accessible to larger audiences. What was previously only available as a tape or transcript, or at most an audio file on a web site, has now become engaging and

interactive, using the riches of the cultural heritage sector to 'situate' the speech among a wealth of other 'digital exhibits', providing insight into the speech as well as the opinions and vision of this remarkable leader.

“The Churchill project illustrates the power of the web in learning and the role it will continue to play in education. Provided technology is accessible, reliable and ubiquitous, it will have a lasting impact on education.”

Technology is now believed to be the key enabler for improving education. By breaking down the barriers between schools, home and the community, broadband allows students to learn what they want how they want wherever they want and engage their parents and community in the learning process. Connected Schools, a book recently published by Cisco Systems which collected essays from worldwide education leaders, predicts that information communication technology (ICT) will dramatically change education. It suggests ICT will enable a more dynamic and personalised education environment in which age-related and grade-related classes will disappear, teachers will take the role of coaches and schools themselves will become community learning hubs.

“One of the key objectives of this project is to illustrate how knowledge technologies can be exploited to liberate learning,” says Martyn Farrow, Chief Publications Officer at MWR. “Digital assets are brought to life by contextualising them in an interactive educational publication – and the new techniques we have developed are relevant to any context where dialogue can be captured and analysed.”

The speech, which has a duration of approximately 45 minutes, is split into six key themes that are each highlighted on the scrolling ticker – making it easy to identify specific areas of interest and immediately locate relevant parts of the speech. Furthermore, throughout the speech additional information sources of relevance, such as pictures and memoirs, provide the opportunity to delve deeper. In fact, there is an additional source every ten seconds throughout the speech providing vast quantities of supporting material.

This interactive publication of Churchill's 'Iron Curtain' speech follows and complements the opening of the technology-rich Churchill Museum, located at the Cabinet War Rooms in London.

Cisco Systems is changing the way people learn by providing colleges and universities worldwide with the converged network technologies that help create a state-of-the-art campus environment with the accessibility, security, and integration features they need. Interconnected resources such as shared digital libraries, file systems, and lab equipment, and collaborative tools such as videoconferencing facilitate an efficient, integrated and interactive environment for teaching and learning.

#### **About MWR (Mackenzie Ward Research Ltd)**

MWR is a leading innovator in enabling technology-enhanced learning for education, cultural heritage and continuing professional development. MWR uses the Understand® technology framework to power its products. For more information see [www.mwr.biz](http://www.mwr.biz).

#### **About Cisco Systems**

Cisco Systems, Inc. (NASDAQ: CSCO), the worldwide leader in networking for the Internet, celebrates 20 years of commitment to technology innovation, industry leadership, and corporate social responsibility. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, go to <http://newsroom.cisco.com>.

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