




The Connected Generation



"My generation draws the Internet as a cloud that connects everyone; the younger generation experiences it as oxygen that supports their digital lives."

Posted on
www.elearnspace.org

Generation M is Technology Savvy

Social Networking



Instant Messaging



Cellular & Text Messaging



Music/Video



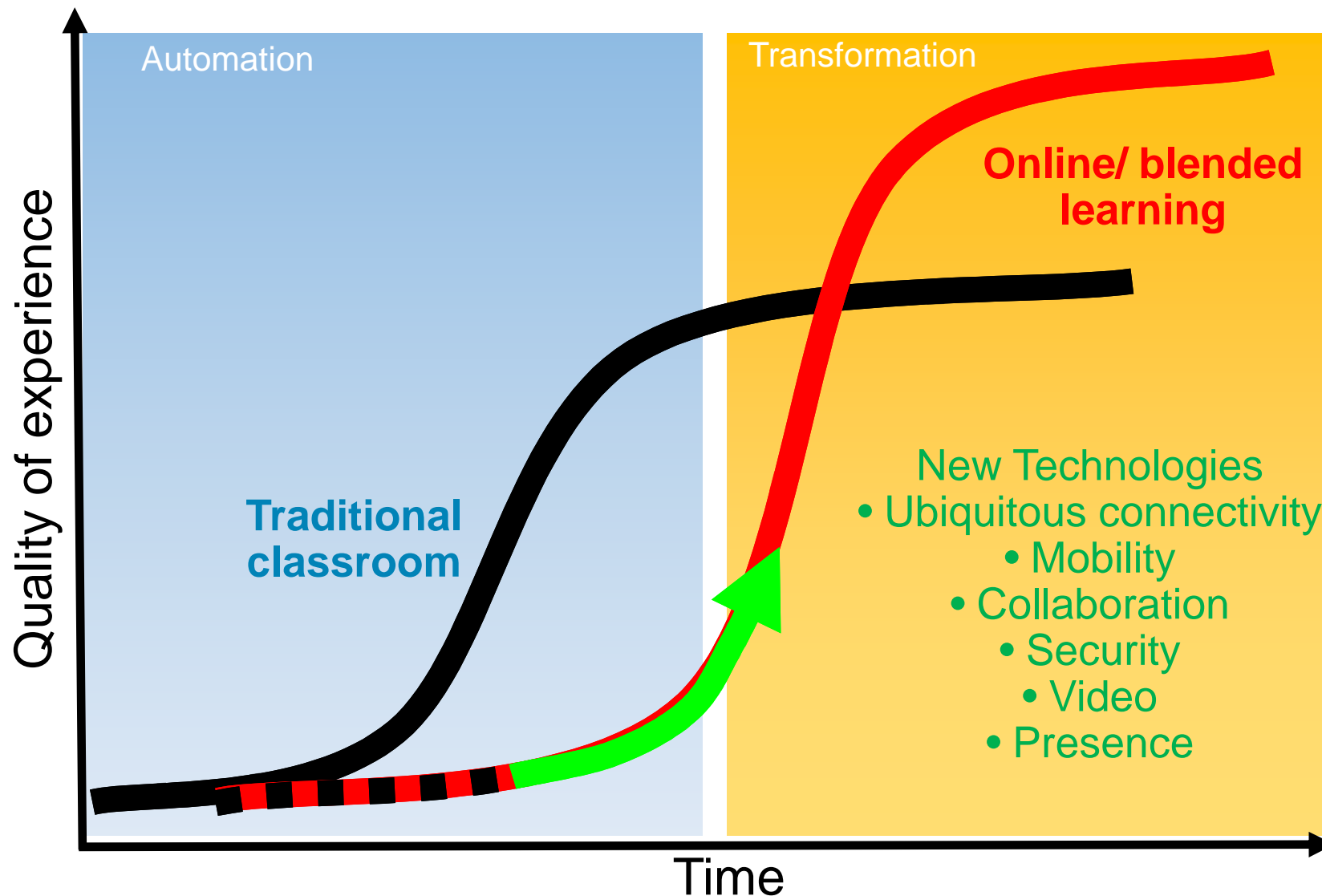
Blogging/Wikis



Gaming

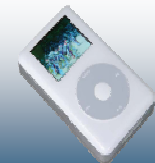


Technology is (Finally) Ripe for Education



A Learners' World

- **A World of Free Content**
Need to discern, not just know
Alternatives to school & teacher
- **Living in a Social Network**
Drawn by the presence of their friends and peers, and the freedom offered by unmoderated, adult-free public spaces
- **Technology is Pervasive**
Own several devices (cell phones, music players, etc)
One third do not use a landline

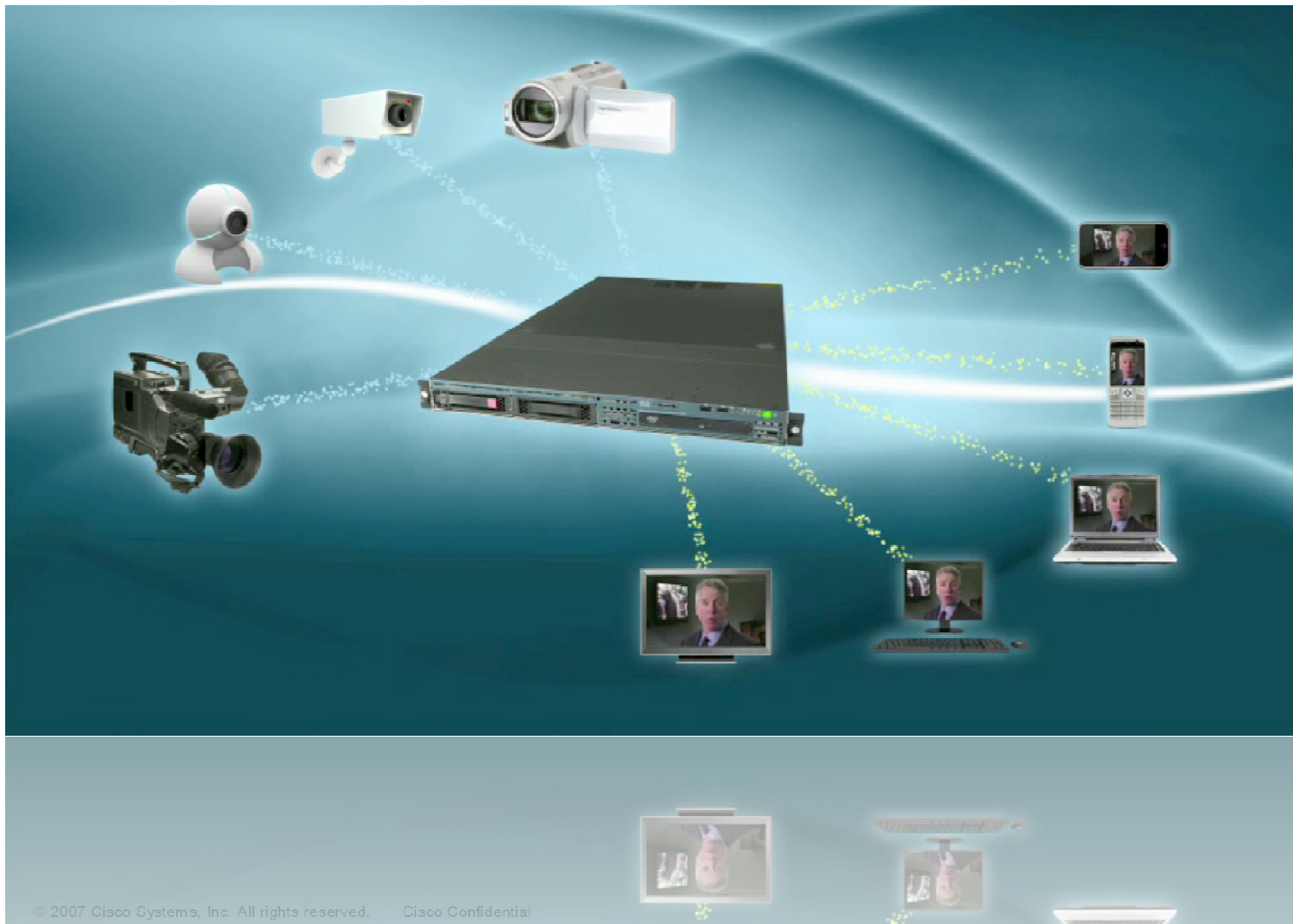


Media Experience For Connected Learning



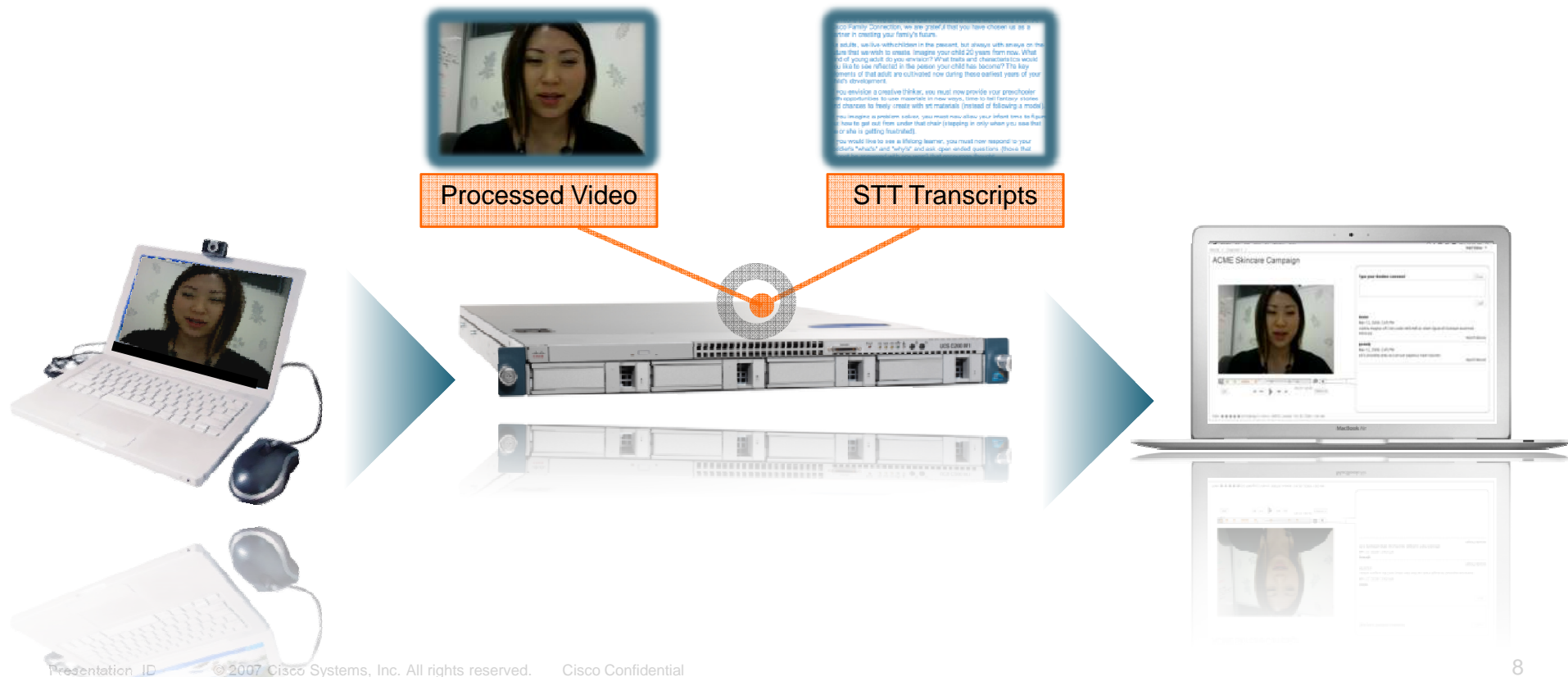
Any to Any Video Collaboration

Media transformation & Transrating for bandwidth optimization



Speech-to-text transcription for intelligent video viewing

- User generated content captured by any input device
- MXE automatically detects and processes user generated content
- Speech to text transcripts generated
- Transcripts can be searched and viewed



Digital Signage For Schools and Tertiary Education



Cisco Digital Media Players



Brightwell University
School of Business

Class Schedule – Spring Quarter

Information Systems

ISIS 301	9:00 – 9:50 am	M,W,F	Room 201
ISIS 128	9:00 – 10:00 am	M,W,F	Room 215
ISIS 150	3:40 – 4:30 pm	M,W,F	Room 205

Management

MGMT 160	9:00 – 10:00 am	M,W,F	Room 101
MGMT 174	4:00 – 5:30pm	T,Th	Room 212

Marketing

MKTG 181	8:00 – 8:50am	M,W,F	Room 120
MKTG 169	9:30 – 10:00 am	M,W,F	Room 115
MKTG 172	6:00 – 7:00 pm	T,Th	Room 315

- SD or HD resolutions
- Centralized Remote Management
- High Reliability, Low Power Consumption

■ Web-based media management and publishing

Digital Signage
Manage creative assets, playlists, schedules, and other aspects of your digital signage network.

Enterprise TV
Manage settings to acquire cable TV sig TV streams, configure channel attributes schedules, and create on-screen progra use with your DMPs.

Video Portal
Manage creative assets, supported encoders, and settings for your desktop Video Portal. Also, deploy content and schedule events.

DMS Administration
Manage authentication settings and adn accounts for Cisco DMS, administer you licenses, and perform other routine adm tasks.

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Case Studies



Mobile County Public Schools

Improves community communication & learning with DMS

- Background

Mobile, Alabama

The largest employer in the state of Alabama

63,000 students, 9100 faculty and staff

- Challenges

Improve communication

Enhance educational excellence

Reduce costs

- Benefits of DMS Implementation

Improved information sharing with teachers, staff, parents and the community

Provide announcements about events such as PTA meetings

Deliver emergency information around weather and school closures

Broadcast graduation ceremonies

Reinforce classroom instruction with video

Integration with Smart Board

Broadcast historical events such as the inauguration

Access a library of video content available anytime

Digital Signage in the cafeteria extends learning outside of the classroom



Cyprus University of Technology

Extending the Reach of Video Content to Students



- Offers degrees in undergraduate and post graduate levels that are not offered by the University of Cyprus
- Implemented Cisco Digital Media System and Media Experience Engine 3000 to:
 - Extend the reach of video content to students
 - Create one video source playable anytime, anywhere on any device
 - Customize the viewing experience
- Benefits:
 - Increase the value of the University's digital assets
 - Reduce costs – manage from a central management system
 - Enhance learning
 - Competitive edge



"Cyprus University of Technology is excited about MXE 3000's capabilities to extend the reach of our video content to our students. We can create the video source once and use this new solution to adapt the content seamlessly for digital signage, PCs, and even mobile devices."

– Filippou Filippou, director of information systems and technology, Cyprus University of Technology

Bapatla Engineering College

Extending the Classroom

- Located in Bapatla, Guntur District, India; founded in 1981
- Challenge:
 - Needed an effective way to extend the classroom and provide students with on-demand learning materials
- Implemented Cisco Desktop Video to:
 - Create anywhere, anytime learning experiences
 - Include remote broadcasts and on-demand materials
 - Stream live sessions conducted by visiting professors and subject matter experts to the classrooms
- Benefits:
 - Appeal to students and faculty with the ability to virtualize and extend the classroom environment to include remote broadcasts

Competitive edge – increase enrollment



College of Southern Nevada

Instant Communication with Cisco Digital Signage

- College of Southern Nevada (CSN) is the largest college in Nevada serving two-thirds of Nevada's population
- Challenges:
 - Need to communicate to remote offices
 - Provide training
 - Distribute executive communications
- Benefits of Cisco Digital Signage implementation:
 - Critical component of safety strategy** for communication during emergencies allowing for **instant communication** and the **avoidance of panic**
 - Lowered printing costs** and campus clutter by reducing the number of posters necessary to promote events on campus
 - Encourages and **improves collaboration**



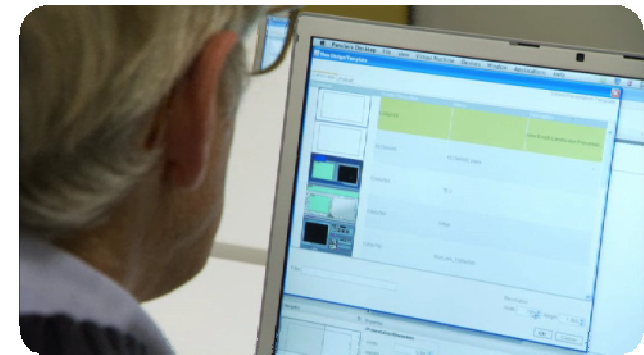
"Video technology is everywhere. If you don't have it, you're behind. With Cisco's Digital Signage Solution you're not only keeping pace, you're ahead of the curve. DMS has helped our college communicate better."

- Josh Feudi, Interim CIO, College of Southern Nevada

Santa Clara University

Uses DMS for Compelling Campus Communications

- Background
 - Located in Silicon Valley
 - Ranked #2 masters university in western region
 - 8,700 students
- Challenge
 - Compelling communication to entire student body and attract attention
 - Display multiple formats
- Deployed Cisco Digital Signage and Enterprise TV
 - Smooth implementation, Reliable
- Benefits
 - Enables instant emergency communication
 - Flexibility and management of content
 - Create dynamic, rich media content that pulls people in



Lone Star College System

Digital Signage for Consistent Messaging Across all Campuses

- **Located in North Houston, TX**

65,000 Students

5 Campuses and 7 Satellite Centers

- **Challenge**

Lone Star College System needed a way to:

- Provide instant emergency notifications and alerts
- Promote and market events to students
- Distribute live broadcasts and archived streaming video

- **Installed 80 Digital Media Players across campuses**

- **Benefits**

Central point of collaborated content

Consistent messaging to all campuses

Positions LSCS as innovative



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