

Learning Without Constraints

Why Deploy Distance Learning?

Colleges and universities need new tools to enrich coursework and attract the best possible students and faculty. The Cisco® Virtual Classroom distance learning solution allows institutions to reach students anywhere, anytime by blending fully interactive and recordable audio, video, and Web conferencing capabilities into a single solution. With these proven, powerful tools, institutions of higher education can extend their classroom walls beyond traditional space and time, and bring the rest of the world to their campuses.

With Cisco Virtual Classroom, colleges and universities can:

- Allow students and instructors around the globe to participate in live classes
- Record and archive the entire classroom experience (including both live and virtual interaction) for later review
- Bring in off-campus speakers to enrich curricula
- Allow instructors to meet with students privately and conveniently, without having to be in the same location
- Extend conferencing and archiving capabilities to staff meetings, conferences, and other institutional functions
- Reach new students and communities, taking advantage of increasing worldwide interest in continuing education and growing comfort with distance learning

Time Period	Number of Students
Reported for Fall 2002:	1,602,970
Predicted Spring 2003 for Fall 2003:	1,920,734
Reported for Fall 2003:	1,971,397
Predicted Spring 2004 for Fall 2004:	2,634,189

Source: *Entering the Mainstream: The Quality and Extent of Online Education in the United States 2003 and 2004; The Sloan Consortium*

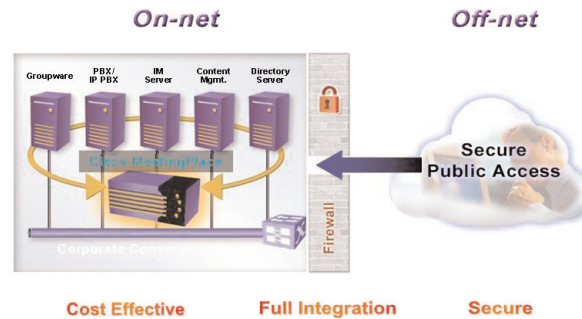
Overcoming Obstacles

Today's colleges and universities face growing pressures to:

- Maintain the highest academic standards in an increasingly competitive environment
- Differentiate themselves through state-of-the-art technologies, as well as exceptional curricula
- Compete for top faculty by improving instructional and scheduling flexibility
- Continue giving students access to outstanding faculty in the face of global instructor shortages
- Increase institutional revenues by extending courses to new students and communities off campus
- Reduce total cost of ownership by employing streamlined, centrally manageable network services
- Ensure the strongest security for communications services

Cisco Virtual Classroom

The Cisco Virtual Classroom blends audio, video, Web collaboration, white-boarding, and instant messaging (IM) capabilities into a single, comprehensive distance learning solution. Based on the Cisco MeetingPlace® conferencing platform used by enterprises around the world, Cisco Virtual Classroom provides a proven, end-to-end solution that can be deployed “on-network” (meaning behind the firewall), fully and easily integrating into the institution's existing network and application architecture.

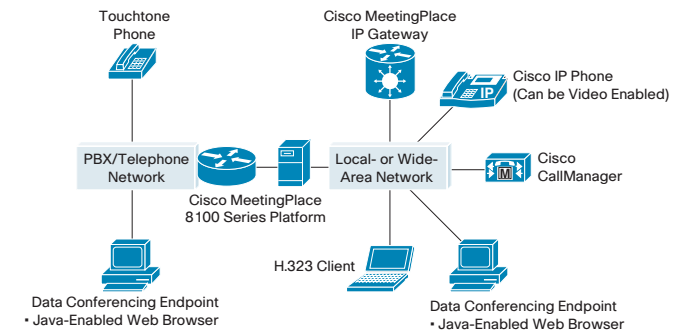


Cisco Virtual Classroom incorporates:

- Robust, high fidelity voice, Web, and videoconferencing capabilities employing the industry-leading Cisco CallManager call processing and IP Communications suite
- Fourth-generation Web-conferencing tools for effective collaboration and sharing of rich media content
- Clear, easy-to-use interface for setting up, attending, and managing classes, including full integration with Microsoft Outlook, Lotus Notes, and Web browsers
- Tools to give educators total control of attendance, collaboration, and communications capabilities
- Point-and-click content upload, recording, sharing, and annotation
- Strong security through full integration with embedded Cisco network security services, allowing comprehensive control of all courses and content
- Full integration with the network—as opposed to an add-on application—providing streamlined, centralized management
- Ability to manage the solution in house or use Cisco MeetingPlace Managed Solution for system administration, user help desk, and hosting services

What are the Benefits of Cisco Virtual Classroom?

- Enhanced curricula through high-fidelity audio, rich video, and Web content, as well as the ability to incorporate experts and resources from around the globe
- Extended reach to new regions and students, allowing institutions to capture a greater share of new distance learning and continuing education opportunities
- Reduced transport costs through on-network deployment, instead of using public networks, often resulting in complete return on investment (ROI) within six to 12 months
- Reduced administrative costs and burden through a single, end-to-end solution—instead of deploying and managing multiple separate applications
- Full integration with institutional network security policies and embedded network security services



Why Cisco?

Begun by two Stanford University graduates, Cisco Systems® has long maintained strong relationships with the world's leading educational institutions. Working with Cisco, colleges and universities gain:

- Lower total cost of ownership (TCO) through an end-to-end, fully integrated distance learning solution
- A proven solution based on award-winning technology already used by more than 2 million people worldwide
- The highest-rated service and support in the industry
- Long-term investment protection through a commitment from Cisco Systems to the Cisco Virtual Classroom solution and its underlying technologies