



DYB Education Promotes Immersive Digital Learning with Cisco TelePresence™

EXECUTIVE SUMMARY

DYB Education

- Located in Seoul, Korea
- Directly manages 19 branches at 9 locations in Seoul and Gyeonggi Province (Daechi, Songpa, Junggye, Bundang, Pyeongchon, Yeongtong, Ilsan, etc.)
- Affiliated institutions – ChoiSun Language Institute, Parthenon, ChoiSun High School Institute, Sun's Math, CREO, DYB Entrance Exam Research Lab, SEC

Challenges

- Provide face-to-face, albeit virtual, communications systems to conduct high-quality interactive online learning courses
- Upgrade quality of online learning experience via immersive communication experience
- Increase staff productivity and improve collaboration through efficient communication and meetings via effective video-conferencing

Solution

- Deployed a suite of Cisco TelePresence products to enable high-performance video conferencing and interactive online classes
- Equipped staff and teachers with integrated collaboration tools to improve efficiency in communication
- Deployed products include:
 - Cisco TelePresence Business Edition (BE) 6000
 - Cisco TelePresence MCU 5300
 - Cisco TelePresence MX300
 - Cisco TelePresence SX80

Results

- Upgraded and highly effective learning experience through life-like interactive online (video) services for the classes
- Improved communication between teachers and staff, leading to much closer collaboration and greater operational efficiency to provide top quality education services
- Additional benefits by applying the TelePresence solution to parents briefing sessions for promoting classes

DYB Education is a total education service institute, which has been growing continuously since the establishment of ChoiSun Foreign Language Institute in Seoul in 1993. It currently operates English kindergartens, English and mathematics institutes for elementary to high school students, and institutes specialized in university entrance exams preparation. It also publishes online and offline education contents and provides consulting services for the university entrance exam preparation.

As a recognized leading education company, DYB Education boasts 19 institutes in Seoul and Gyeonggi province with 580 teaching staff and 180 operations staff providing services to 27,000 students. It strictly maintains its philosophy of direct management over the operations of all its institutes so that the same level of quality is ensured. DYB Education's annual sales exceeded US \$100 million in 2015.

A Mission to Create New Digital Learning Environment and Overcome the Drawbacks of One-way Online Learning

A few years ago, DYB Education started online learning services called On-STP (www.onstp.com). The program provided students with convenience of accessing the pre-recorded sessions anytime anywhere. However, realizing its limitation as one-way communication, DYB Education further explored new ways of enhancing the online video services by allowing interactive communications between the teachers and students.





As we keep to our principles of direct management of all branches to ensure consistent delivery of high quality services, we faced with increasing pressure from time and logistical constraints.

My biggest challenge was to achieve tightly knit collaboration despite the continued expansion.

Cisco TelePresence solutions have provided foolproof tools for the staff for efficient collaboration, which I believe will catalyze bigger and better ideas for the growth of our business.

OHyun Song, CEO of DYB Education

“With the evolution of IT technology, the way we teach is also changing rapidly. To provide unrivaled education services, securing top quality teachers and service contents is most crucial. However, in this digital era, the winning solution is to deliver these contents in an immersive way to provide real-life learning experience through building O2O (Online to Offline) education infrastructure, leveraging innovative technology currently available,” emphasized O-Hyun Song, CEO of DYB Education.

To achieve this goal, he reviewed various video conferencing systems at that time. However, he had to postpone his ambition as the technology was not yet mature with poor video quality and unstable connections.

To effectively deliver class contents online, it requires seamless real-time audio streaming and high resolution video quality to ensure teacher’s writings on whiteboard is legible. Unfortunately, he failed to find a suitable solution at a reasonable price at the time.

Cisco TelePresence Supports State-of-the-Art Video Conferencing Education Program

Finally in 2015, DYB Education resumed its search for the video conferencing solution. After reviewing a few local and foreign vendors’ solutions, it concluded Cisco TelePresence offered by far the most superior solution in terms of reliably transmitting high resolution video, as it would be expected from a renowned network solutions vendor such as Cisco.

Cisco TelePresence is a cutting-edge video conferencing system that is widely used by companies to increase productivity and convenience. Employees and partners in distant locations can collaborate closely as if they are in the same meeting room without having to go on a time-consuming and costly business trip.

“Our initial plan to introduce the system in two locations as trial sites quickly expanded to include lecture halls in nine branches,” said Tae-wan Kim, IT Director of DYB Education. “We believe the capabilities of Cisco TelePresence system would enable improved and efficient communications experiences not only between students and lecturers, but also amongst employees in multiple locations, and furthermore between teachers and parents.”

Cisco deployed Cisco TelePresence infrastructure equipment, ‘Business Edition 6000’, ‘TelePresence Multipoint Control Units(MCUs) 5300’, all-in-one videoconferencing solution, ‘MX300’ and a powerful and flexible platform for the ultimate video collaboration experience, ‘SX80’ at ChoiSun Language institute.



ChoiSun Language Institute can now easily begin a multi-user conference call by simply dialing the numbers allocated for each campus and can also organize interactive video classes using a 1080p 60 high definition video.

Moreover, Cisco TelePresence's 'Intelligent Proximity' function, which allows file sharing on mobile devices through a wireless connection, as well as SpeakerTrack, which quickly tracks and displays active speakers, adds further convenience to the video meetings and online courses and Presenter Track technology detects and tracks presenters as they stand to present, and naturally move about in front of the room -- as if they were on stage. This gives presenters more flexibility and the audience a much better visual experience.

Discussing Ways to Provide Top Class Education Anytime, Anywhere

After the initial deployment, DYB Education tested out the solution with both teaching and operations staff dispersed in 19 locations, who often work late night hours with very tight work schedules. The participants rated that the solution increased the productivity and efficiency, and that it helped with their busy schedule by eliminating the need to travel for regular staff meetings.

Last summer, Mr. Song used the TelePresence himself during a special lecture for middle school students at ChoiSun Language Institute. One of the institute's popular course, 'Song's Class' was successfully carried out with students from nine campuses participating in the program without Mr. Song leaving his office. Named 'Song's Class O2O Concert,' this course gained popularity and positive reaction from the participating students. The students were able to observe how others at different campuses interact during the class and enjoyed each other's presentations. This new way of digitalized and interactive communications proved to be a new and exciting learning experience for participating students.

However, the video conferencing is not yet offered to all classes or on a regular basis. This is because students have yet to become fully familiarized with learning through interactive video. In particular, younger students have much shorter attention span to stay focused throughout an online course.

DYB Education continues further verification testing and investigates contingency plans in case of foreseeable or unforeseeable events such as noise related issues in large classes or abrupt internet connection problems. Once their assessment and preparation is complete, DYB Education will start applying the solution to more courses.



DYB plans to utilize the solution for regular meetings, internal training, teacher's research class, meetings for contents production, etc. It also intends to use the solution for parents briefing sessions for the winter vacation courses offered for different grades and levels.

DYB Education aims to expand online services up to 50% of its total courses offered over the next three years in order to provide the first rate education services. While continuously increasing the number of online classes, it ultimately targets to become a pioneer by building an innovative education services solution integrating online programs with the LMS (Learning Management System), a comprehensive learning mobile application currently under development.

Additional information

- For more information about Cisco TelePresence, please visit the www.cisco.com/c/ko_kr/products/collaboration-endpoints/index.html
- Further details on DYB Education can be found at www.choisun.co.kr.



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