



# Colaboración en el Campus

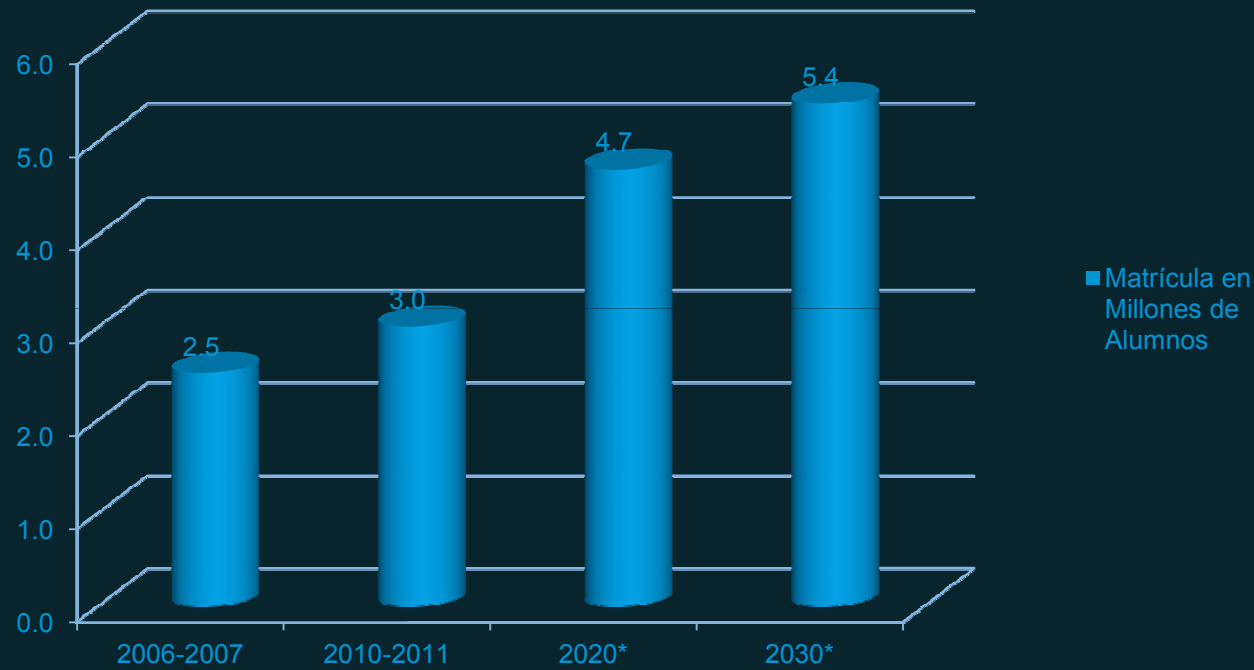
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17 de Noviembre de 2011



# Higher Education in México

## Matrícula Educación Superior en México



\* Proyección ANUIES

# IP traffic is exploding – and so does video

Global IP traffic will increase by a factor of **four** from 2009 to 2014.

By 2014:

The annual global IP traffic will reach almost three-fourths of a zettabyte (*more than 180 billion DVDs*).

The various forms of **video** (*TV, VoD, Internet Video, and P2P*) **will exceed 91 percent of global consumer traffic.**

Global **online video will approach 57 percent of consumer Internet traffic** (*up from 40 percent in 2010*).

# Impact of Video On Education

## From: Traditional Classroom

Traditional education requires participants to assemble physically in one classroom, with the same schedule and textbooks, following “teach / learn / test” process

Physical classroom attendance

One time instruction in one location

Non-interactive, book-based learning

Specific schedule / “Office hours”

User searches for content (pull)  
One-size fits all

## To: Scale teachers and content; Improve learning with richer, more flexible instruction

Enable limitless education – scaling teachers, content; providing richer, more interactive and more flexible instruction anywhere, at any time, on any device – ultimately driving better outcomes for students

Scale teachers and quality of instruction – limitless learning on any device, anywhere

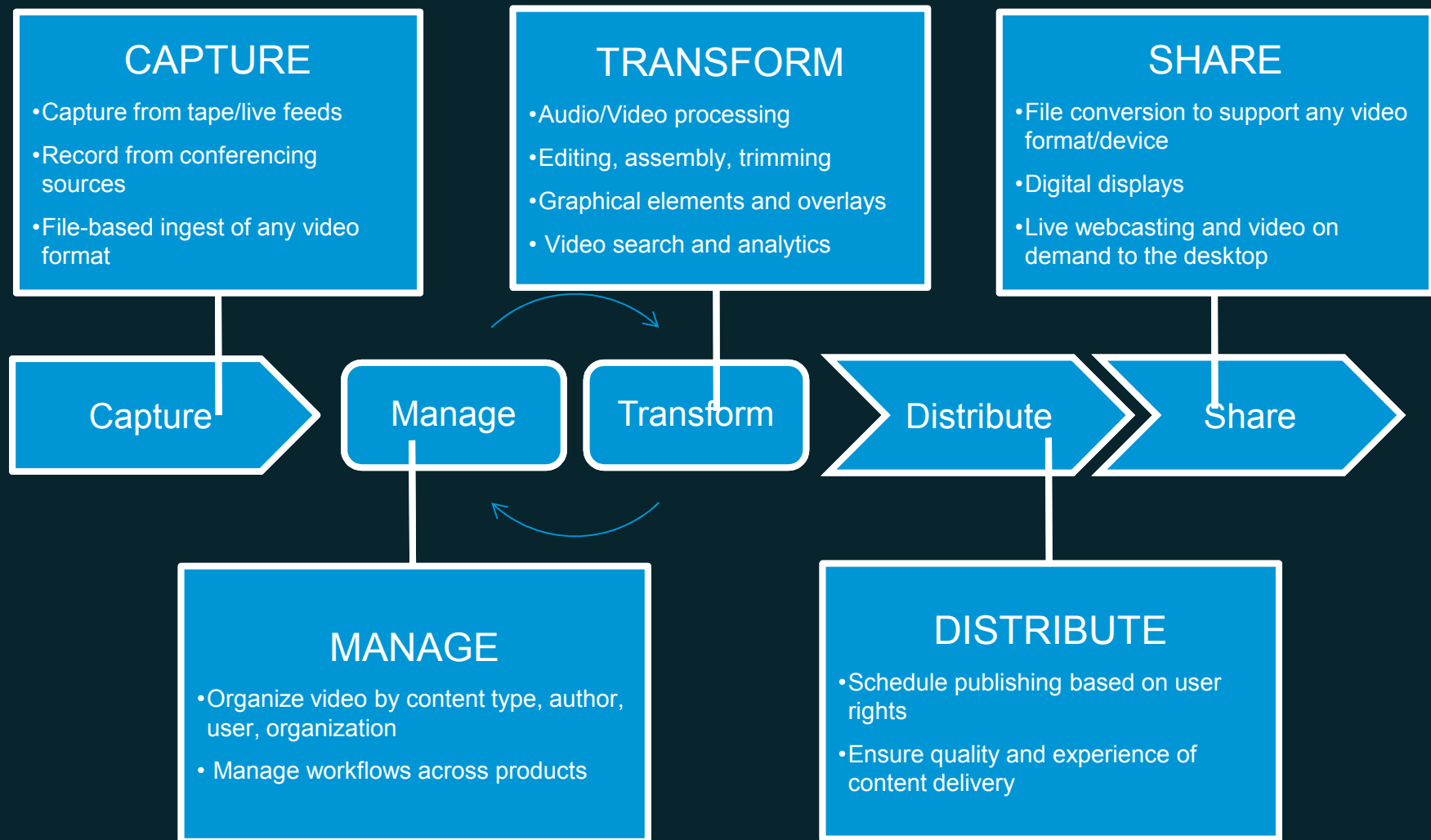
Scale content: recordable and replicable instruction, any time, many venues

Learn at your own pace, focus on relevant content only with interactive multi-media content

Greater availability (your time, catch up)

Content proactively offered (push)  
Ability to customize curriculum

# The Video Content Value Chain



# Higher Education Video Use Cases



**Lecture Capture**

**Increase Impact**



**Distance Learning**

**Extend Reach**



**Administration and Management**

**Drive Change & Alignment**



**Safety and Security**

**Improve Protection**



**Student Services**

**Student Care**

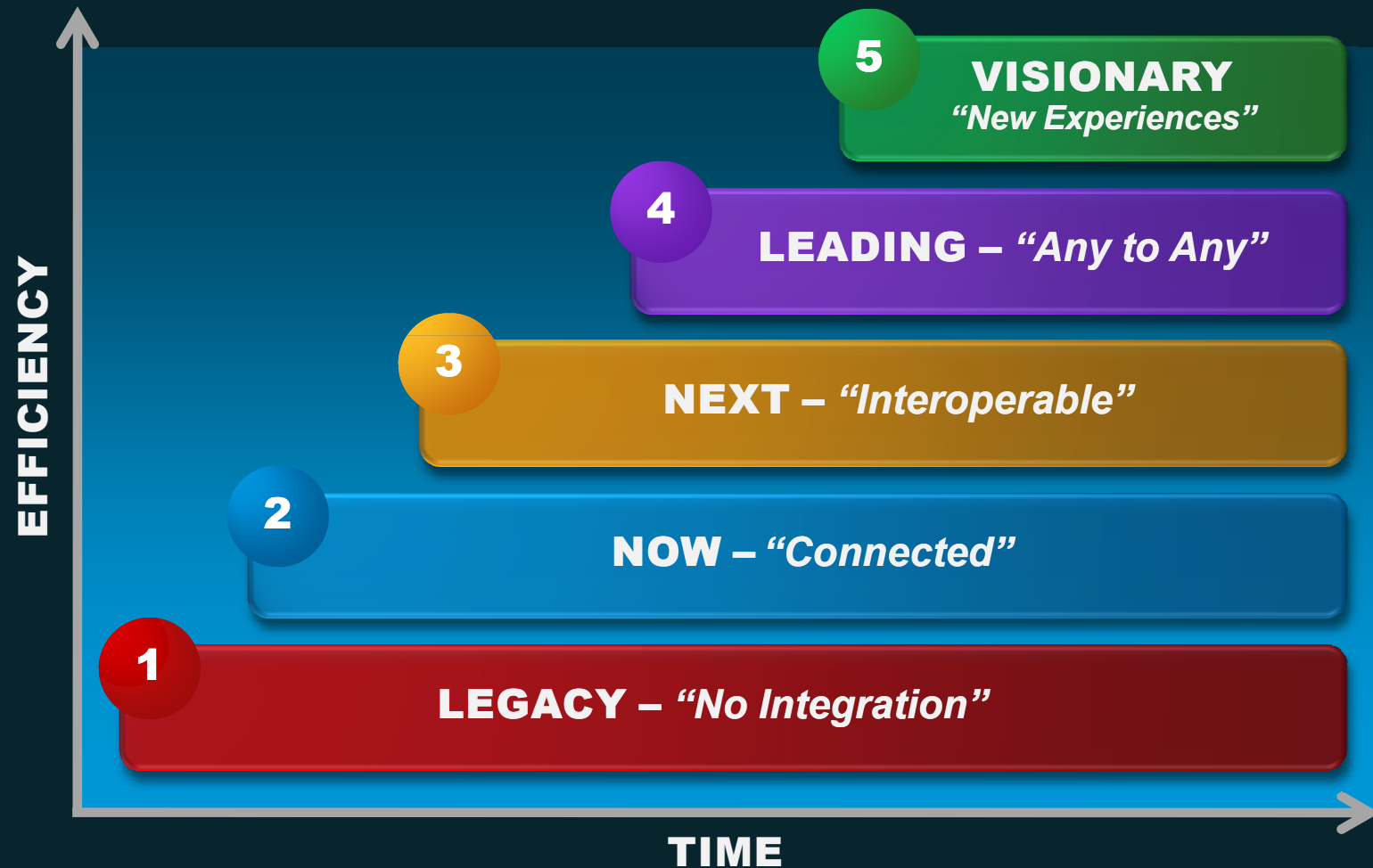


**Campus Communications**

**Share News & Alerts**

# Video Integration Maturity Levels

## Where is **Your** University?



# Lecture Capture: Increase Impact



**Lecture Capture**

## 1. Live Internal Lecture



Physical and online classrooms with interactivity

## 2. Record and Stream



Watch lectures later

## 3. Any-to-Any



Watch lecture content via any device

## 4. Optimized Viewing



Video analytics, automated tagging, speech-to-text, translate

## 5. Content Finds You



Social network + recommendation engine pushes content to you



**PHASE 5**

**PHASE 4**

**PHASE 3**

**PHASE 2**

**PHASE 1**

**ROI**



# Distance Learning: Extend Reach



Distance Learning

## 1. Live Internal Lecture



Physical and online classrooms with interactivity

## 2. Record and Stream



Watch lectures live on any device

## 3. Interactive Lectures



Participate from PC & mobile from anywhere

## 4. External Access



Extend access to students at home or satellite campuses, or guest lecturers

## 5. Content Finds You



Social network + recommendation engine pushes content to you



PHASE 5

PHASE 4

PHASE 3

PHASE 2

PHASE 1

ROI

# Administration and Management: Accelerated Decision Making, Research Collaboration



# Safety and Security: Integrated Monitoring, Response, & Insight



**Safety and Security**

## 5. Intelligent Analytics



Face recognition, threat assessment, business intelligence from video

## 4. Integrated Response



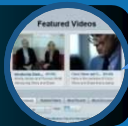
Any-to-any video to speed response

## 3. Integrated Access Control



Connect events with verification to protect

## 2. Distributed Monitoring



Scaling monitoring across buildings and campuses

## 1. Surveillance Cameras



Protect people and assets



**PHASE 5**

**PHASE 4**

**PHASE 3**

**PHASE 2**

**PHASE 1**

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# Student Services: Delivering Human Talent at Scale



Student  
Interaction

## 5. Content Finds You

Integrated campus  
social experience

## 4. New Student Care Models

B to C services  
into home for  
prospective or  
commuter  
students

## 3. On-Demand Care

Onsite financial aid,  
registrar, student  
health, tutoring

## 2. Remote Student Care

Web-based video communication  
for existing student interaction

## 1. Video Enriched Website

Campus life  
and topical  
videos

PHASE 5

PHASE 4

PHASE 3

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ROI



# Campus Communications:

## Campus news, announcements and events



**Campus Communications**

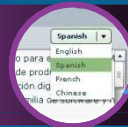
### 5. Content Finds You

Social network + recommendation engine pushes content to you



### 4. Optimized Viewing

Video note taking, automated tagging, speech-to-text, translate



### 3. Any-to-Any/Interact content

View videos on any device, click-through to register for an event, join a club



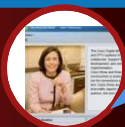
### 2. Distributed Video Capture

Administrators, faculty, students can create their own videos on any endpoint



### 1. Centralized Video Development

Videos from university leaders deliver critical messages directly to staff and students



**PHASE 5**

**PHASE 4**

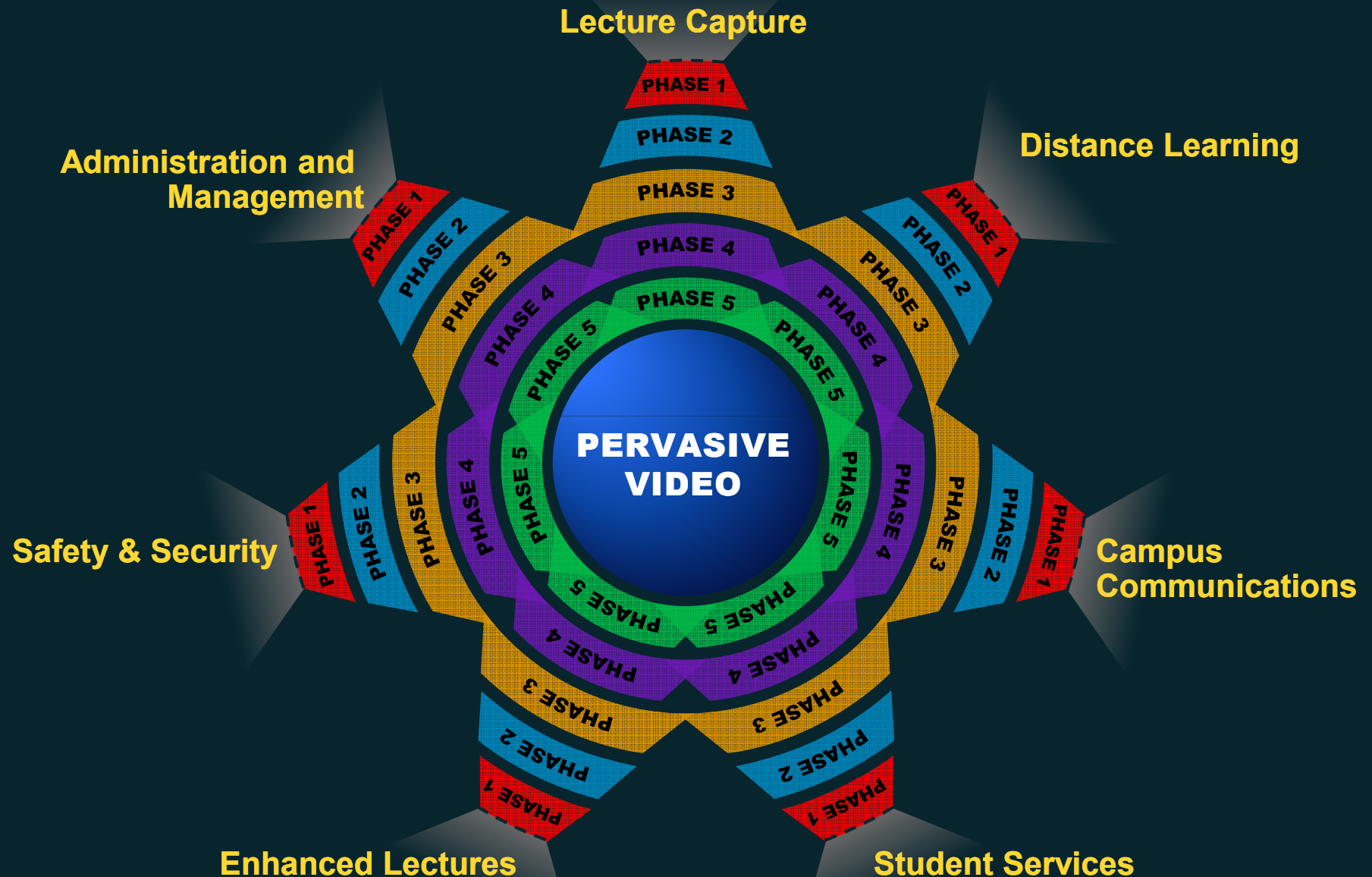
**PHASE 3**

**PHASE 2**

**PHASE 1**

**ROI**

# Video Use Cases Merging



# Pervasive Video Portfolio

TelePresence



WebEx



Physical  
Security



Digital Signage  
Cisco Cast



Desktop Video  
Show and Share



UC

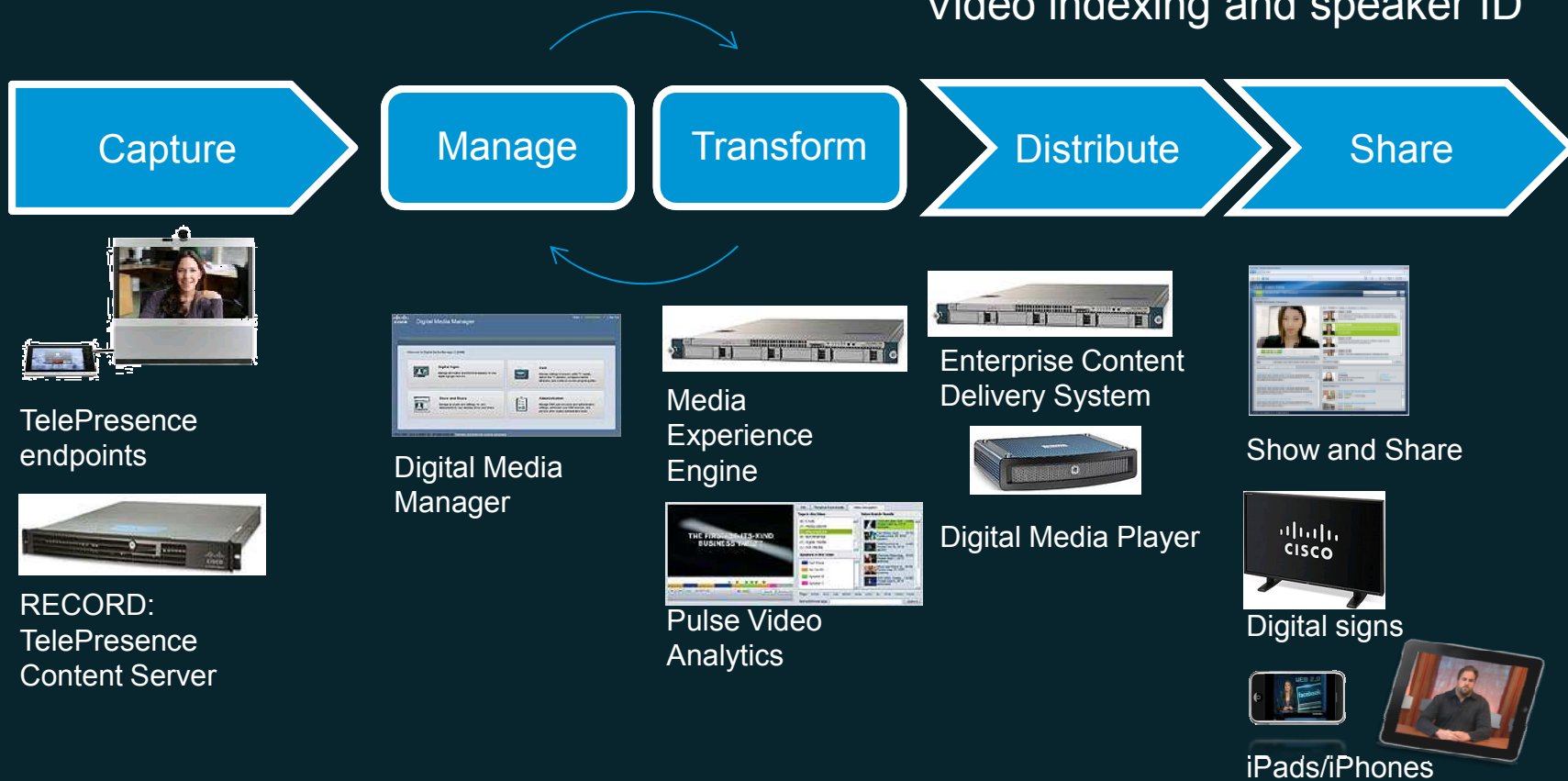


Media Transformation

**MEDIANET**

# Cisco Video Content: Education

Simplify lecture capture and playback  
Stream live to a global audience  
Consume on any device  
Video indexing and speaker ID





# Medianet Architecture for Video

## Use Cases

Lecture Capture

Distance Learning

Administration and Mgmt

Campus Communications

Safety and Security

Student Services

## Video Endpoints



## Media Services

Transcoding

Content Distribution

Analytics

Optimization

Scheduling

Recording/Playback

Auto Discovery and Configuration

Directory

Video Routing

Multipoint

## Video Infrastructure

MCUs

Gateways

MXE 3500

MXE 5600

TelePresence Server

TCS

CTMS

CUCM

Digital Media Manager

## Network Infrastructure

Media Monitoring and Troubleshooting

Auto Discovery and Configuration

Video and Network Optimization

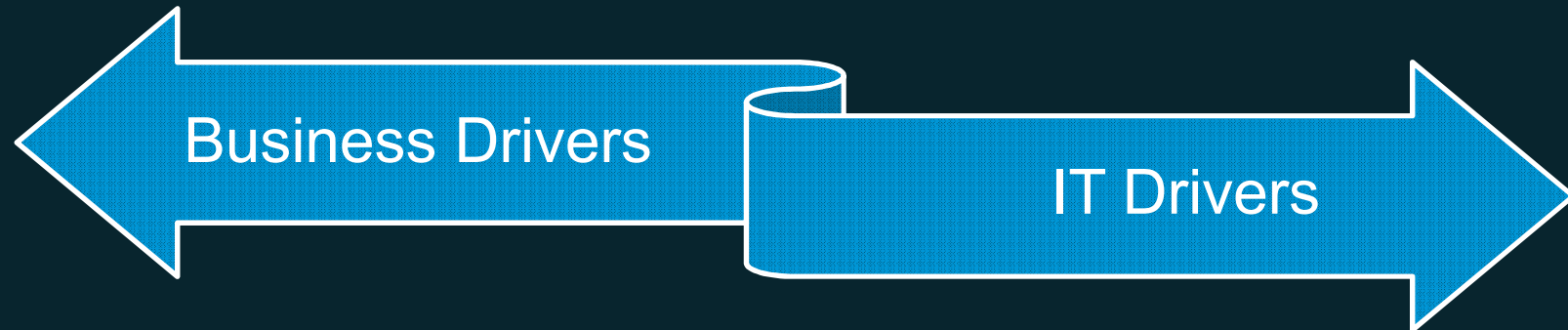
Video Streaming to Mobile Devices

Security

Management

# Why Medianet?

Enables the delivery of predictable and optimal user experience for video, voice, data and collaboration while reducing complexity and costs



- Need to increase productivity and reduce costs
- More rich-media business and collaboration technologies that drastically changes demands on the network
- Rising expectations for video, voice and data applications

- Reduce Opex & complexity
- Accelerate deployment
- Optimize Quality of Experience

Medianet fulfills these business priorities!

# So What is Medianet?

**Medianet** is an **end to end architecture** for a media-optimized network. Medianet allows the **deployment, scalability and optimization of quality of experience** of rich media solutions into the organization.



**Media Aware** : Deliver the best experience.  
Detection and optimization of different types of media and application .

**Endpoint aware** : Easy deployment. Automatic  
Detection and Configuration of endpoints.

**Network Aware** : Easy to deploy and administrate.  
Detect and respond to changes in devices,  
connection and service availability

**experience**

**efficiency**

**simplicity**

**reliability**

# Conclusion

1 Think about the multiple use cases and identify where you are



2 Do a medianet assessment to migrate your architecture



3 Develop a comprehensive video architecture



4 Transform your campus with video



Thank you.





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