

BASIC VIDEO CONFERENCING

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1. Video conferencing linking two sites (point-to-point).

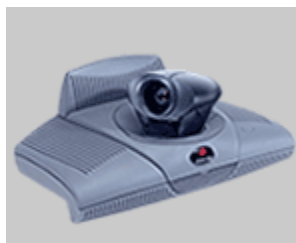
The first way to start thinking about video conferencing is point-to-point, one person talking and seeing another person on a screen. With a good computer and a video conferencing camera the exchange is as easy as sharing a cup of coffee. All that is required is a high speed line (DSL or better) and a good computer.



Polycom Via Video is a small camera which attaches to and operates through your personal desktop or laptop computer. It is excellent for an individual doing video conferencing with another individual or group of people in a conference. Via videos are often used by individuals in hotel rooms with a lap top.

2. Video conferencing linking two sites viewing entire room.

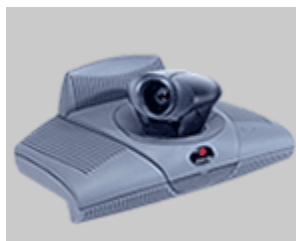
The next step up is a camera that will allow several people in a room to see and hear either an individual or another group at another location. (The two locations can be between any places in the world where a high speed line is available.)



Polycom View Station is a computer and a camera combined. It is designed to be connected to a television screen. This system is ideal for working with groups of individuals in different locations. Like the Via Video camera it is limited to "point-to-point". The picture from this View Station comes in on a television screen. (Most newer television sets have the proper connections)

<http://www.vcinternational.net>

3. Video conferencing linking up to four sites on split screen, view entire room and focus on close-up of individual speaking.



Polycom View Station FX is a computer and a camera combined. It has the same appearance as a View Station, however, its internal computer will allow four sites on a split screen. This system is ideal for working with up to four groups or individuals each in a different location.

For details visit:

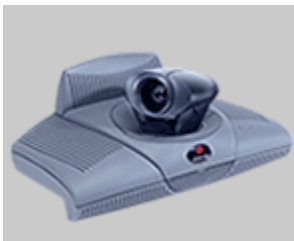
<http://www.vcinternational.net>



Above is a video-snapshot of a conference with four key people in our organization. Each of us is at a different location. The picture is shown on the television to the right and also is going through an overhead projector onto a large screen at the Towe Auto Museum in Sacramento, California. (The four locations can be between any places in the world where a high speed line is available.) This video conferencing equipment uses the Internet, therefore no telephone fees are involved.

Advantages of video conferencing:

1. Individual or group meetings can be scheduled where each participant can attend from his/her desk or conference room.
2. Seeing the person speaking adds to the communication process. (Research shows that an individual retains 36% more information with video conferencing than by telephone.)
3. Key experts or speakers can participate from any place in the world saving thousands of dollars on travel and hotel expenses.
4. Video conferencing is ideal for businesses, individuals and nonprofits.
5. Training and/or professional development is simple and comprehensive.



More advantages of having good video conferencing equipment:

1. **Bridging** Participation in large conferences is now possible. PLC/VCI has agreements with other service providers in Miami, Florida and Baltimore, Maryland. Using the large bandwidth available, we can easily set up worldwide conferences where several people can participate. (This service requires an hourly charge for each site. For our nonprofit clients, the hourly charge is reduced.)

2. **Web-Streaming** is a process where we feed a video conference to a large server. It is then put on the Internet where anyone who has been given a password can watch the proceedings. The web stream can be archived and recalled at any time.

3. **Web Site Archiving**. Training or a panel discussion can be recorded on DVD for use in other presentations. The DVD may be played later to other video conferencing participants and/or it can be posted on a web site where anyone with a good computer can see and hear the material. A good example of this technology may be found at the site <http://sltv.org> .

Sacramento Lutheran Television

4. **Large Group presentations** PLC/VCI is the preferred video conferencing vendor for many hotels in the Sacramento area. We work with Janis Minoff, Director of Audio Visual Services, Sheraton Grand Hotel Sacramento: Phone (916)441-3708. Check out the web site for the company.

<http://www3.avservicescorp.com/lsws/PublishedSite.aspx?Loc=1463&LangId=1>

5. **Towe Auto Museum** schedule a visit or arrange for video conferencing in the Education Center. Call (916) 442-6802 or check out the web site:

http://www.toweautomuseum.org/html/hall_rentals.html

Summary

Organizations using video conferencing save money. By avoiding traditional travel expenses, the video conferencing hardware cost is quickly recovered. Individual frequent communication is easier and more effective with video conferencing. Productivity will continue to expand as more people use video conferencing.

For additional information visit our web sites:

<http://www.processlearningcenters.org/>

<http://www.vcinternational.net/html/vci.html>

Or call our technology department, Brady A. Campbell Jr. (916) 428-3180

We leave the PLC/VCI office system on 24/7, to enable clients to test their equipment, or ask questions during working hours.

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Process Learning Centers (PLC) is a nonprofit corporation, certified as a 501 (c) (3) organization in 1988. PLC founder Burl W. Waits has been involved with video conferencing for six years. In 2004, Waits began seeking ways to utilize the advanced equipment being developed. In 2005, Video Conferencing International (VCI) was formed to support the nonprofit activities of PLC.