

TANDBERG CUSTOMER PROFILE

Hull York
Medical School
UK



Medicine – a visual science that lends itself to videoconferencing

- **GOAL:** Help solve the UK doctor shortage using the resources of two existing universities
- **SOLUTION:** Two TANDBERG 6000 codecs with XGA peripherals and touch-panel control systems in two richly appointed lecture halls
- **RESULT:** Burgeoning applicant pool, dynamic medical instruction, efficient use of faculty and building resources

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GILES DAVIDSON, HEAD OF ADMINISTRATION
HULL YORK MEDICAL SCHOOL

ONE MEDICAL SCHOOL, TWO CAMPUSES

It is true that the University of Hull and the University of York are 40 miles apart. But their medical students manage to attend the same lectures at the same time. They even take turns asking questions of the professor. When a lecture is over, students in Hull and their fellow students in York often exchange remarks and wisecracks before returning to their physically separate worlds.

"This is something new," says Giles Davidson, Head of Administration at the Hull York Medical School (HYMS). Indeed, this prestigious UK medical school's remote halves are bound together by powerful TANDBERG videoconferencing systems.

"We are one school, with 65 students at Hull and 65 at York all studying for the same degree," says Dr. Davidson. "The video link is crucial to giving everyone the same experience. We want them to feel like a single class -- and they tell us that it works."

MULTIMEDIA IMMERSION

Each half of the school, which opened in 2003, has a specially designed lecture theater with two large projection screens, several cameras, confidence monitors and a profusion of high-quality microphones and speakers to provide a learning environment worthy of the high-bandwidth link between Hull and York. Medical theory and practice are conveyed in all their drama and visual subtlety.

"We're talking about a complex array of audio-visual equipment," says Alistair Holdaway, managing director of Video South, the TANDBERG partner that installed the system. "Yet with the touch-screen control panel it's all very simple to operate. The lecturers do it by themselves."

The centerpieces of each term week are the plenary sessions, attended by all students in their own campus's videoconferencing theater. They never know until the session starts whether the lecturer will be in Hull or York, and by most accounts it hardly matters. When asked where a previous lecture originated, many students cannot even remember.

"I like it," a student wrote in a recent survey. "It's a great way for the two universities to combine and interact. It is also a means of ensuring that the level of teaching in plenaries is the same across the two sites. The technology is innovative and up-to-date."

Another student wrote: "It makes us feel more united as a medical school, rather than like two separate universities."

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SEEING THE FUTURE

The dual-campus arrangement sprang from the National Health Service's urgent need for new, well-trained doctors. To turn them out at the rate required, a new medical school in Yorkshire would be necessary -- one whose senior students could take advantage of teaching hospitals across the large region. The idea of using videoconferencing to unite two campuses gained credibility when administrators visited an advanced lecture-hall scheme at the University of Edinburgh. Designed by Video South, it featured TANDBERG's rich multimedia videoconferencing technology with standard Duo Video and echo cancellation features. During that visit the HYMS administrators saw their own two-track future.

Early video lecturers at HYMS included the editor of the British Medical Journal and the President of the Royal College of Physicians. The daily plenary sessions improved as presenters

began making full use of the TANDBERG 6000 codec capabilities that anchor the system at each end. The unique Duo Video feature allows lecturers to keep an image of themselves on one screen while displaying high-resolution Power Point slides, medical X-rays,

documentary videos and other computer inputs on the second screen. Sophisticated video scenarios and room environments flow automatically from a touch of the control panel.



"It makes us feel more united," a student wrote in a survey

A GOOD START

How does one quantify the effect of such an investment? Well, the number of applications for entrance to Hull York Medical School in 2004 was 50 percent larger than in the school's opening year. The applicant pool -- 1,700 applicants for 130 new spots -- already exceeds that of some conventional medical schools with twice as many students.

"Quite a few students have mentioned that they came to us specifically because we are a technologically innovative school," says Jean McKendree, Learning Resources Manager at HYMS. "They want to be on the cutting edge, and we offer them an entire Virtual Learning Environment. The video link is a mission-critical part of the package."

Some of the students are so taken by the videoconferencing system that they volunteer to help run it. With them at the controls, plenary sessions are often introduced with the pulsing theme music of a popular medical TV drama.

"We've had a good start," says Dr. McKendree. "Now we need to think about how we can do more."

ABOUT TANDBERG

TANDBERG is a leading global provider of visual communication products and services. The Company has dual headquarters in New York and Norway. TANDBERG designs, develops and markets systems and software for video, voice and data. The Company provides sales, support and value-added services in more than 90 countries worldwide. TANDBERG trades publicly on the Oslo Stock Exchange under the ticker TAA.OL. Please visit www.tandberg.net for more information.

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