

# TANDBERG CUSTOMER PROFILE

**Centre for Instructional  
Technology, National  
University of Singapore**



- **GOAL: Facilitate intra-campus and international communication, deliver distance learning and education programs, enable inter-University, managerial and research collaboration.**
- **SOLUTION: TANDBERG Videoconferencing systems for meetings and large groups incorporating the TANDBERG 6000, 2500, 880 and 1000 units.**
- **RESULTS: Deliver joint education programs with international partners, drive global collaboration in education, research, teaching and networking while providing a dynamic communication platform for business continuity in times of emergencies.**

**“ When we implemented videoconferencing five years ago, we settled on a solution that was reliable, easy to use and cost-effective. Apart from supporting our education outcomes, the TANDBERG system has enabled tremendous collaboration.”**

MR. LIM SEW HOO  
SENIOR MANAGER, CIT  
NATIONAL UNIVERSITY OF SINGAPORE

#### A GLOBAL KNOWLEDGE ENTERPRISE

The National University of Singapore (NUS) is a leading University in the Asia-Pacific region. Since its founding in 1905 as The Straits Settlements and Federated Malay States Government Medical School with 23 students, NUS has grown into a world-class institution. With 6,205 staff, 28,222 students operating across 2 local campuses and 7 international colleges/research facilities, it has been ranked among the top 25 Universities in the world.

Following its vision to build synergies between education, research and entrepreneurship, NUS is moving towards a global knowledge enterprise. The institution in the 21st century is a collaborative education facility enabling the discovery, transfer and application of knowledge.

It is against this backdrop of innovation, collaboration and globalization that the University's Centre for Instructional Technology (CIT) turned to videoconferencing. Tasked with providing a robust and supportive environment for the exploration, development and application of digital technologies to enhance education, CIT settled on a TANDBERG visual communication solution to facilitate intra-campus and international communication while delivering distance learning and opening new research avenues.

#### VISUAL COMMUNICATION ENHANCES COLLABORATION AND COMMUNICATION

Videoconferencing is a mission-critical application for NUS, supporting education, research and administrative operations across faculties, campuses and partner Universities. As an early adopter of visual communication solutions, CIT has leveraged the technology to its full advantage. "CIT is at the forefront of technological advances in teaching and learning," said Mr. Lim Sew Hoo, Senior Manager, Centre for Instructional Technology, NUS. "We are widely regarded as pioneers in the areas of Learning Management Systems, webcasting and videoconferencing."

Today, the TANDBERG solution is used extensively to enable distance learning, consultations, research and industrial collaboration, staff recruitment/training, meetings seminars and forms as well as PhD oral examinations. It has also been extended to deliver joint University programs, facilitate operations during emergencies and streamline administrative processes. "When we implemented videoconferencing five years ago, we settled on a solution that was reliable, easy to use and cost-effective," says Mr. Lim. "Apart from supporting our education outcomes, the TANDBERG system has enabled tremendous collaboration."

#### EDUCATION FOR A CONNECTED WORLD

Outward-looking, globally oriented and connected, NUS is an active

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**This unit allows us to handle a large number of concurrent users: 16 video and audio sessions concurrently. As it is a hardware appliance, it is also not prone to network security vulnerability. The TANDBERG MCU is very stable and robust.”**

**MR. SOH HOCK HENG  
MANAGER, CIT  
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knowledge hub. It has built synergies between the processes of creating, imparting, and exploiting knowledge by taking on strategic roles in global consortia (such as the Association of Pacific Rim Universities), establishing overseas colleges in Silicon Valley, Bio Valley, Shanghai, Stockholm and Bangalore as well as building partnerships in research and teaching including the Singapore - MIT Alliance. Better known as SMA, the Singapore-MIT Alliance is an innovative engineering and life science educational and research collaboration among three leading research Universities in the world: the National University of Singapore (NUS), the Nanyang Technological University (NTU), and the Massachusetts Institute of Technology (MIT).

“Our visual communication strategy supports and drives our global collaborations in education, research, teaching and networking,” explains Mr. Lim. “Without videoconferencing we could not have facilitated the course delivery of our joint programs with international partners, such as the Singapore - MIT Alliance. The TANDBERG system provides the technological infrastructure to connect NUS, NTU and MIT to foster collaboration and teamwork in real-time.”

## BUSINESS CONTINUITY FOR THE PACIFIC RIM EDUCATION LEADERS

The outbreak of the disease known as Severe Acute Respiratory Syndrome (SARS) in parts of Asia in 2003 prompted a consortium of leading research Universities - known as The Association of Pacific Rim Universities (APRU) - to consider holding its annual meeting by videoconference, to prevent the spread of disease and ensure business continuity.

As the secretariat for APRU, NUS held this historic meeting of APRU presidents in 2003 via videoconferencing. This was made possible by the use of two TANDBERG Multipoint Control Units (MCU), which enabled the University to join up 28 presidents from 14 economies in real-time. These economies included the United States of America, Chile, Australia, New Zealand, China, Japan, Korea, Russia and Southeast Asia.

A resounding success, the 2003 APRU meeting showcased the technical leadership of the TANDBERG system by concurrently connecting all users and allowing face-to-face communication to take place. During the meeting all participants were also able to view presentation slides in a live environment, furthering the collaborative benefit of the videoconferencing medium.

According to Mr. Soh Hock Heng, Manager, CIT, National University of Singapore, “Our TANDBERG equipment has been a worthwhile investment. We have been using a TANDBERG MCU since March 2003. Using the MCU is easy. There is almost no learning curve - our technical staff took less than 10 minutes to master it. Each unit allows us to handle a large number of concurrent users: 16 video and audio sessions concurrently. As it is a hardware appliance, it is also not prone to network security vulnerability. The TANDBERG MCU is very stable and robust.”

## CRISIS MANAGEMENT IN REAL-TIME

The University's APRU experience with ensuring business continuity during SARS led to the creation of a Crisis Emergency Management (CEM) team, a group consisting of the teaching faculties and schools as well as various administrative departments.

A member of the CEM team, CIT was tasked with investigating the role it could play in helping support future emergency situations. Today, the University's videoconferencing system plays a key role in mobilising the CEM team and facilitating operations and communications in the event of a crisis.

“The ability to communicate simultaneously from disparate locations during an emergency will be invaluable, particularly in instances which require geographical zoning such as the outbreak of a contagious disease,” explains Mr Lim. “The use of videoconferencing is part of a larger comprehensive framework which NUS has in place to deal with unforeseen emergencies. Thanks to our TANDBERG system, the CEM Team is ready to swing into action during a crisis to ensure that teaching, learning and research can carry on safely as far as possible. This helps us ensure business continuity in times of risk and uncertainty.”

## TRANSFORMING COMMUNICATION

There is no doubt that videoconferencing has become an important communication tool for NUS. It has revolutionised the way the University communicates, the way it delivers distance education and the way it manages its operations.