

TANDBERG CUSTOMER PROFILE



The Learning Lighthouse



These English pupils meet remarkable people around the world – by video

- **CLIENT:** A learning centre offering video, animation, filmmaking and music technology workshops and enrichment sessions to 130 schools in the English borough of Wirral
- **ACTION:** Installed a TANDBERG 800 set-top visual communication system in conjunction with a 60-inch LG plasma screen, dual overhead projectors and other multimedia equipment
- **RESULT:** Faraway experts can provide rich educational experiences while demonstrating the power and allure of video technology

“ When the pupils get up from their chairs and move toward the door you can hear the buzz of them talking to each other about what they've just done. You can feel the excitement. ”

PATSI BALDOCK, THE LEARNING LIGHTHOUSE

VISIONARY EDUCATION

To see the future of education, travel to the northwest coast of England and out onto a scenic peninsula framed by the River Mersey, the River Dee and the Irish Sea. You'll be in the domain of the Learning Lighthouse.

Pupils from 130 primary and secondary schools come to the Learning Lighthouse to learn multimedia production, digital imaging, music technology and other modern skills. Because the heart of its mission is visual communication, the Learning Lighthouse sports a TANDBERG 800 video codec. This sleek black box has carried hundreds of young people from the Wirral peninsula to faraway places and times.

"Videoconferencing makes school come alive," says David Wright, the Learning Lighthouse's busy network manager. "Our visiting pupils can now see things and ask questions which wouldn't have occurred to them while reading books or looking at the Internet."

JOURNEY IN TIME

For some pupils, the TANDBERG system and the 60-inch plasma screen to which it is connected are objects of intense curiosity. For most, however, the technology fades quickly into the background. At the Learning Lighthouse it's the kids themselves who take centre stage, along with their imaginations and whoever they've summoned to the far end of a 256-Kbps ISDN line. It is always someone special.

"One of our first videoconferences was with a World War I veteran," recalls April Jones, a Learning Lighthouse curriculum consultant. "It was during a reunion of veterans at the National Archives in London. The veteran we conferenced with had been a stoker on a Royal Naval vessel. He was 102 years old and quite a chatterbox.

"Afterwards, we had an hour-long videoconference with an actor in a World War I uniform. He sat on sandbags with a rifle and an image behind him of a battle trench in France. He told the children his rifle was his best friend, and showed all the things that a tin helmet was good for. The pupils had lots of questions."

SEEING IS LEARNING

The Learning Lighthouse is one of more than 120 official City Learning Centres whose technology-rich workshops and demonstrations have blossomed across the UK in

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response to funding by the Department for Education and Skills. Supplementing conventional curricula with visual arts and communication has proved popular with groups of 4 to 30 people visiting the Learning Lighthouse.

The youngest of these, aged 6, were enticed to the Learning Lighthouse with promises of meeting a pirate. From Fort Nelson in Portsmouth, the "pirate" had a parrot and talked of his buccaneer days on the Barbary Coast before listening to the costumed youngsters sing their favourite sea shanty, "Hey, Ho and Up She Rises!"



Video communication: easy to learn at any age

Slightly older students have helped solve murder mysteries with a Sherlock Holmes-like "detective" in a deer-stalker hat. Recently, Cambridge University arranged a multipoint video meeting linking the pupils from Wirral with peers in the south of England and Karachi, Pakistan. Additional video sessions will soon sweep the Wirral youth off to the National Portrait Gallery, the Greenwich Observatory and the Cabinet War Rooms. These "journeys" are arranged -- often with dazzling effect -- through Global Leap, an organization dedicated to enhancing classroom videoconferencing.

"When the pupils get up from their chairs and move towards the door you can



Video lesson on trench warfare in World War I

hear the buzz of them talking to each other about what they've just done," says Learning Lighthouse curriculum consultant Patsi Baldock. "You can feel the excitement."

"A GLOBAL CLASSROOM"

The Learning Lighthouse now plans to merge its video production and conferencing activities to exploit prize-winning innovations it has made in blue-screen filmmaking. By using a downstream key to

insert a digital special effect behind teachers or actors, the Learning Lighthouse will itself become a producer of original, high-impact video learning experiences.

Whatever the future holds, staff members here are certain it will involve visual communication. "The way things are going now," says Mr. Wright, "every classroom will be a global classroom."

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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