



Introducing Ensemble Video May 10, 2010

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THE K-12 VIDEO-ON-DEMAND MARKET

Why do you need video and video-on-demand in K-12? Now there is a question we don't hear much. Consider the following:

- Video on-demand usage, a subset of rich media, is exploding. According to Wainhouse Research, the non consumer rich media market, including video-on-demand was \$1 billion in 2007 and was growing at a 94% CAGR, or nearly doubling every year. ***It is growing 6X faster than live video conferencing.***
- ***"In four years online video has gone from being merely an interesting idea to the fastest growing Internet phenomenon"***– *Stars Of The New Screen, p.92, Forbes, 8/24/09.*
- ***"Video is increasingly becoming an integral part of the fabric of educational technology. "***
– *Paul Riismandel, The Tipping Point: 2009 Education Video Year In Review, FEBRUARY/MARCH 2010 issue of Streaming Media*

Why the growth? Advances in video storage, server and compression technologies, the easing of bandwidth restrictions, increasing broadband access penetration and the proliferation low cost capture technologies in Education has led to a substantial increase in the use of digital files.

Finally, the associated value proposition of accelerated learning, reduced cost, improved communications and increased productivity have stimulated rapidly increasing use of digital media in education. This has created a great demand for systems to manage an ever-increasing flow of digital content.

Institutions need to quickly leverage the power of the Internet, video-on-demand and social networking to lower the cost of education and accelerate learning. You, and the rest of the district leadership, may

already understands that video is a powerful elixir that can accelerate learning, decision making and can inspire people to action. If your districts are not producing a lot of video-on-demand, you may find your schools falling behind very quickly. The economic crisis of 2008 has made building video and video-on-demand initiatives a 'crisis priority' at many institutions – with expense accounts frozen, capital budgets slashed, and jobs furloughed or left unfilled there are very few methods left for cutting costs while boosting awareness and productivity. Implementing a video content management system is one of them.

APPLICATIONS

Video use is exploding through multiple applications and video production technologies. Most of the video-on-demand usage in education will be for internal audiences only. Examples include copy-righted class lecture, student presentations and professional videos of student functions, staff training and staff meetings, professional development and employee compliance training and technology demonstrations. The video production technologies that are being used today include: conventional video production, desktop video editing tools, animation tools, videoconference recording appliances, lecture capture tools, IP TV capture, screen capture, whiteboard capture technologies and analog to digital conversion technologies.

THE PROBLEM

Today, most districts do not have an easy and effective way to publish, share and manage rich media. Staff, faculty and students are constrained in their use of video, or they face considerable complexity and cost to move forward. Often times different departments invent local video-on-demand workflow solutions, and there is no consistency, coordination, and sharing of content and infrastructure.

Institutions that do manage and publish Internet video on a regular basis find that sharing video with multiple internal departments and Web sites, and with external partners, is cumbersome and time-consuming. It often requires manually editing multiple Web pages, compromising video security, sending media links to colleagues in email messages, and sometimes finding critical meta-data missing or inconsistent across multiple access points.

In large districts and K-12 consortiums, enterprise-wide use of video-on-demand is complex and time consuming. Organizations need control over content quality and security. Different users and applications need different media formats and servers. For example, commencements and plays maybe recorded using a professional DV camera and published to multiple web destinations as a high resolution Windows Media Video (WMV) format. Others may use Apple's Podcast Producer 2 and encode content into H.264 and MPEG-4 to create training videos for both the desktop and mobile devices that are published into their content management systems. Still others may want to record video conferences and publish them as a streaming Flash file to secure portals and share with their colleagues.

What is needed is an easy way to catalog and publish the video content to multiple internal and external Web destinations for on-demand viewing. To do this effectively, institutional leaders must put the power of video creation, publishing, and sharing in the hands of employees. As many employees create and use video-on-demand simultaneously and independently, the workload becomes onerous. Enterprise institutions need to find an easy and cost effective way to support broader use of Internet video without burdening video producers, Web servers, and technical support staff. District information technology departments are under increasing pressure to provide easy-to-use enterprise solutions.

THE SOLUTION

Ensemble Video solves the video-on-demand workflow problem. Staff, teachers and students love it because they have an easy-to-use Web application – they log-in and easily upload their internet ready video, use a simple wizard to catalog it, automatically generate thumbnail images and animation previews, and then, with the click of a mouse, publish the video content (not the videos) to their Web sites for viewer access.

What is Ensemble Video? Here is a short overview video:

<http://www.ensemblevideo.com/flashpages/overview.html>

The Information Technology (IT) department loves Ensemble Video because it automates and manages the process across any enterprise media and Web servers, and provides a single unified catalog database. IT staff can install and configure Ensemble Video, and set up accounts for video producers – and from that point forward the video workflow occurs without their intervention.

Ensemble Video is also very flexible. It can integrate with and update any media server or Web site on the enterprise network. Ensemble Video also integrates with third party video production and capture technologies. This includes Apple's Podcast Producer and TANDBERG's Content Server. Ensemble Video can easily integrate with a third party transcoding server, such as Rhozet Carbon Coder, making it easier for content administrators to upload any media format and transcode the file into a format suitable for publishing on the Web, automatically.

Once your districts move beyond a few video files, they will see huge productivity gains with Ensemble Video's patent-pending video library publishing model. At Syracuse University a workflow analysis was performed which documented the specific tasks and the overall staff time to upload, catalog, and publish video in the enterprise environment. The cost savings of using Ensemble Video over a large number of videos proved to be significant. The study found over \$100K labor costs savings over two years with just 2,000 video titles; 80% of the savings was derived from Ensemble Video's publishing model.

As more organizations realize the power of this video content collaboration, the value to the organization also increases. As enterprise-wide user-generated video creation becomes a reality, organizations will see high value cross-organizational impact with Ensemble Video due to its unique sharing architecture.

K-12 EXAMPLES:

"Before coming here (as the director of technology at South Lewis CSD) in 2008 I was at the Mohawk Regional Information Center and had the privilege of working with Andy and Bill in bring Ensemble to the MORIC and eventually to the districts. After having researched many different solutions we found Ensemble to be a great fit in education. Now that I am responsible at a district level we have found it even more valuable. Anytime we have an idea or request the Ensemble team is quick to point out a solution or add it to the list and we see it in a future release. I cannot stress how happy we are and excited to see our deployment grow here at South Lewis. Please check out our [SouthLewTube](#). We have many things going on up here and welcome you to stop back often as we plan on expanding our library with many more videos..." - Scott Carpenter Director of Information Technology, South Lewis Central School.

Fayetteville Manlius Schools shares video content from many departments to their district video library, [HorneTVision](#). Contributions include, 5th grade Latin Festival, 6th a Harvard trained archaeologist working with 6th grade students, book trailers by 7th graders and a mock vehicle accident staged by the high school. This site used programming services from the CNYRIC to help build a custom interface.



From Studio 45, in the North Syracuse Central School District in New York, students at Roxboro Road Middle School broadcast their morning announcements over the new computer network in the building. It is projected through their state of the art network on to the big screen in each homeroom. And now these announcements are uploaded, cataloged, published and shared on their own website, <http://www.nscsd.org/wroxz>. This program has been so successful, a low cost video production studio will be implemented in every school within the district.



Ensemble Video is helping empower students to become "producers" of information learning, rather than passive "consumers" of knowledge and information. Skills developed including media literacy, communication skills, creativity, intellectual curiosity and social responsibility. What would the impact be at your school district if you had student run production studios in every school?

Jody Kennedy, a teacher in the White Plains School District, NY is using Ensemble Video to help accelerate development of a global citizenship model, <http://www.globalrunproject.org>. Her students are actively engaged in inter-national service-learning in support of the United Nations' Millennium Development goals. Ensemble Video is helping people to connect with other people to learn, to solve problems, and to help make this a better world. What is the impact of using video-on-demand to help accelerate international service learning your school district?



Symphony Video has developed a consortium model with the New York State Regional Information Centers. The Central New York Regional Information Center (CNYRIC) has worked to develop and offer a progressive, full service approach to support wide spread, user generated video to school districts. The CNYRIC's services for the districts include two days of onsite training, level 1 support, website integration, and site customization/ branding using district colors/logos. For more information about Ensemble Video and the related services offered by CNYRIC, please contact:

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