



Universiti Sains Malaysia



TANDBERG enables knowledge scaling while creating an immersive and interactive learning experience for Malaysia's leading University.

University Sains Malaysia (USM) was established in 1969 and has since established itself as a research university with a strong reputation for providing excellent pre and postgraduate programmes. Taking an innovative education approach supported by a dedicated academic team, USM has gained international recognition that is evident from the numerous international awards and prizes that it has garnered in the last decade. Currently USM has three main campuses located in Penang and Kelantan which provides a wide range of undergraduate and postgraduate courses spanning across disciplines to over 20,000 students.

With a view to increase the outreach of their programs, USM established the School of Distance Education (SDE), offering undergraduate courses through distance-learning programs via eight district centers located in different cities across Malaysia. The classes are usually conducted in the evenings or during weekends, allowing working adults to have the opportunity to upgrade their skills and undertake the courses while continuing to be employed.

In the past, post graduate students with tight work commitments or reside away from the main campus in Penang were not able to attend lectures regularly and had to rely mainly on self study. This meant that they had limited interaction with fellow course mates and the lecturers. Understanding the importance of knowledge sharing and as part of its continual efforts to enhance the learning experience, the University began to explore avenues to provide a more interactive learning environment that would boost content delivery to a wider audience.

"We saw a need to improve the quality of educational experience of our distance-learning students, many of whom are working adults, without them having to spend unnecessary money or time traveling. Taking into consideration these factors, videoconferencing became an obvious solution for overcoming the barriers successfully in a cost-effective and time-efficient manner," said Mr. Zulham Hamdan, Chief Information Officer, USM.

Committed to this objective, USM decided to pilot and implement videoconferencing facilities at the education centers located outside its main campuses in mid-1990s. It was a big step taken towards making classes more interactive for the distant learning students. Nevertheless the video systems implemented did not deliver up to expectation and had its limitations. The University soon realized that in order to create a truly effective distance-learning environment, it required a more robust videoconferencing solution that could seamlessly connect multiple sites concurrently to deliver lecture-style classes to its district learning centers.

BUSINESS ISSUES

Overcoming geographical barriers and improving quality of education

SOLUTIONS

Profile 6000 MXP
Set-Top 880 MXP

RESULTS

Enhanced learning experience for distance-learning students;
Improved collaboration between faculty members and internal employees

FUTURE

Expand scope of quality distance-learning program and create a cohesive academic community



Profile 6000 MXP



Set-Top 880 MXP

With the implementation of TANDBERG's videoconferencing solutions, USM was able to enhance the learning process by creating an ideal interactive learning environment.

This triggered off an extensive search for a videoconferencing solution that could deliver and provide quality distant learning experience for the off campus students located at the various distant learning centres across Malaysia. After evaluating several options against their specific requirements, Mr. Hamdan and his team decided on TANDBERG's Profile 6000 and Set-Top 880 MXP systems. Their decision was based on TANDBERG's excellent video and audio quality, and ease-of-use and deployment.

With the implementation of TANDBERG's videoconferencing solutions, USM was able to enhance the learning process by creating an ideal interactive learning environment for its students enrolled in the distance-learning program. Real-time, face-to-face communication enables students to raise queries and provide feedback as lecturers conduct lessons, regardless of location. The increased interaction and sharing has improved the quality of education and made the sessions more engaging.

"Videoconferencing has helped us scale knowledge across geographical barriers without compromising on quality or effectiveness. With TANDBERG's solutions, our distance-learning students are able to fully leverage on the expertise of our lecturers and experience live 'classroom' learning in a dynamic fashion," said Mr. Zulham. "By continually investing in new technologies to improve and enhance our teaching methodology and offer our students best-in-class experience, USM continues to remain at the forefront of academia and education."

Besides leveraging on TANDBERG's solutions to enrich students' learning experience, USM's internal employees across various campuses and centers are also making use of video to improve collaboration. By utilizing videoconferencing for administrative and academic staff meetings, the University has reduced the need for its staff to spend time arranging and traveling out of campus for meetings. The convenience and availability of being able to connect with colleagues in the different campuses has also enhanced the sharing between academic staff. Since the implementation, the annual traveling expense has reduced 15 – 20%.

Moving forward, USM plans to deploy videoconferencing in its upcoming initiatives, including a new satellite campus at the Science Park located a few kilometers from the main campus. The University's Vice-Chancellor is also exploring using videoconferencing to connect and engage with subject matter experts from other educational institutes to create an expanded academic community that promotes and is conducive for knowledge sharing.

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Mr. Zulham Hamdan,
Chief Information Officer, USM.

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Contact TANDBERG today to learn how our solutions can support your business processes.

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