



# Page of Enlitenment

**February 2004**  
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## Featuring:

### **Satellite Distance Learning Featured at Training & Online Learning Conference**

The United States Distance Learning Association (USDLA) will highlight the latest innovations in satellite-based IP technologies - showcasing 10 live satellite distance-learning demonstrations.

### **IP Multicasting Solutions for the Enterprise -**

Thoughts & Perspectives From a Leading Manufacturer - Adtec Digital, Inc.

### **Case Study on Distance Learning Users**

Countrywide Home Loans, Inc.

### **“From Hiring to Inspiring: The Human Side of Media.”**

Communications Media Management Association (CMMA) presents a National Professional Development Conference Broadcast

### **Please Note:**

**Industry Events, Publications, and Organization/Association Information has been moved to the bottom of this document.**

### **Case Study on Distance Learning Users Countrywide Home Loans, Inc.**

Countrywide Home Loans, Inc., a national leader in residential finance, has more than 30,000 employees in over 500 offices nationwide. In addition, Countrywide has more than 5,000 independent agents working out of SOHO's (Small Office Home Office).

Like many companies of its size, Countrywide faced the challenge of training its associates on new software applications and other aspects of business and operations in a timely and cost-effective manner. The company was

### **Satellite Distance Learning Featured at Training & Online Learning Conference**

The United States Distance Learning Association ([www.USDLA.org](http://www.USDLA.org)), a non-profit, professional organization dedicated to developing and promoting distance learning in the U.S., has the center stage at one of the nation's premier training and online learning conferences. The Spring Training and Online Learning Conference ([www.trainingconference.com](http://www.trainingconference.com)) will prominently feature the USDLA Pavilion, a 1,000 sq. ft. "demonstration" area that will highlight the latest innovations in satellite-based IP technologies, as well as showcasing 10 live satellite distance learning demonstrations.

These demonstrations will integrate interactive distance learning technologies and include prominent presenters from organizations such as Franklin Covey, Who Moved My Cheese? The Cheese Learning Program, The Good Samaritan Society's Distance Learning Network, the Air Force Institute for Advanced Distributed Learning, Vital Smarts, The One Thing Group, and the Center for Management and Organizational Effectiveness.

### **IP Multicasting Solutions for the Enterprise - Thoughts & Perspectives from Adtec Digital, Inc.**

The following is the fourth in our series of IP Multicasting Solutions for the Enterprise, featuring the Thoughts & Perspectives of Kevin Ancelin, President of Adtec Digital, Inc.

Kevin is aiming to establish Adtec as a major digital video technology vendor globally. He is a 1986 graduate of the University of Central Florida at Orlando with a Bachelor of

bringing employees (45 at a time) to a central location for weeklong remote-site classes. This approach proved costly. Airfares were averaging around \$1,000 per person, hotel rooms at \$125 to \$150 per night, meal allowances of \$35 per day. Other miscellaneous expenses brought the travel and lodging costs alone to around \$2,000 per person. This did not include the intangible (opportunity lost) costs associated with its sales staff being out-of-office for an extended period of time.

To meet its training requirements, Countrywide turned to Arel Communications and Software Inc. for its Interactive Distance Learning (IDL), e-Learning solutions based on the Arel ICP technology.

Using Arel's Interactive Conferencing Platform (ICP), Countrywide now provides a month's worth of training, which is available to employees at its 550 offices, and thousands of independent agents, for less than the cost of a single 45-person, remote-site class. This extended reach gives every Countrywide student access to instruction from the company's top trainers.

ICP provides the ability to combine real-time training, featuring live instructors, with asynchronous training. Students can access pre-recorded courses and materials that have been stored on local servers, facilitating learn-at your-own pace instruction. Also important to Countrywide was Arel's ability to provide application sharing, a feature that allows the instructor to "project" software programs and images from his or her computer screen onto the remote participants' screens.

Using this tool to demonstrate

Sponsors of the USDLA Pavilion include IPsatSolution, a consortium comprised of Broadcast International (A USDLA premium sponsor), MicroSpace, and Helius; DISH Network Business Solutions; Savant Technology Group; AT&T Government Solutions; Tandberg Federal Solutions; Convergent Media; One Touch, and AT Products, Inc.

For a complete description of the USDLA Pavilion and the featured presenters, please click on this link: [http://www.usdla.org/html/events/articles/vnu\\_brochure.htm](http://www.usdla.org/html/events/articles/vnu_brochure.htm)

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## **“From Hiring to Inspiring: The Human Side of Media.”**

Communications Media Management Association presents a National Professional Development Conference Broadcast

More than 20 corporate and educational BTV broadcast facilities throughout the United States will host the first Communications Media Management Association (CMMA) interactive, satellite-based professional development event on Thursday, May 6, 2004. The participating corporate, educational and non-profit facilities are managed by CMMA members.

The anchor broadcast location will be the studios of Mayo Clinic in Rochester, Minnesota. Several viewing locations will also provide backhauls for interactive interviews and panel presentations via the Vyvx network. All locations will have the ability to interact with presenters and panelists by telephone. In addition to the satellite broadcast, the day's events will also include locally hosted presentations and networking opportunities as well as a chance to tour the host facilities.

The theme for the event is “**The Human Side of Media: From Hiring to Inspiring.**” Presentations will focus on leadership strategies for optimizing professional relationships in the workforce. Media managers, their staff, guests and interested professionals are invited to join CMMA for this full day's program of intensive networking and learning.

The nationally broadcast satellite segments include:

### ***Building Up the Team***

Motivational speaker **Nick Mezacapa** draws on his experiences as a teacher, coach, priest, husband and father with passion and authenticity. His experiences as a prostate cancer survivor, radio personality and an active thespian combine to generate a style and urgency that is unique.

*Building Up the Team* applies a team approach to organizational life and features ways to magnify cooperation and positive productivity. Nick will challenge

Science in Engineering Technology. Kevin currently lives with his wife and three children in Jacksonville, Florida.



Kevin Ancelin

**ENLITEN: What is your perspective of where the industry is today?**

**KEVIN:** Currently, the IP Multicasting industry within the enterprise is very much an infant. The relevant issue is not the fact that data, irrespective of the media type, can be distributed across the enterprise. The question at hand is “what is the media type(s).”

**ENLITEN: What is the most significant development regarding the delivery of video and multimedia for the enterprise in the past year?**

**KEVIN:** MPEG 4 Part 10 (H.264) and Windows Media 9 advanced compression methods will significantly reduce the bandwidth required to drive media on the enterprise, effectively expanding the channel capacity.

**ENLITEN: How well are satellite-based IP multicasting technologies gaining a foothold in the enterprise?**

**KEVIN:** Depends on which aspect of IP Multicasting we

software commands and functionality, Countrywide's instructors are able to teach complex software programs with an efficiency that surpasses the traditional classroom lecture format.

"We selected Arel's ICP over its competitors because it is an all-in-one solution that easily integrated into our existing system without additional network costs," said Joe Anderson, managing director of Countrywide's Consumer Markets Division. "Use of Arel's ICP will help Countrywide implement multiple forms of advanced collaboration such as e-learning and Web conferencing. Benefits will include cost reductions for training sessions and travel-related activities as we communicate more efficiently and economically, directly from our desktops."

The Arel ICP provides a full enterprise solution for Countrywide's hybrid network. Countrywide's larger offices connect using a combination of the company's Intranet and its two-way IP satellite network. The company's small offices or mobile agents communicate via their respective Internet connectivity.

Arel Spotlight has a unique feature that allows the student to view the instructor application screen on his top half screen while running his own application on the bottom half screen. Another important element for Countrywide is the ability to easily record any live course, edit the course if needed, and distribute it to any or all of the remote sites, via Arel's Content Distribution Network (CDN) and its Content Distribution Manager (CDM) Software. This does not require any caching hardware at the remote site.

the audience to make a positive self re-investment in our work.

### ***Finding the Right Spot: The Importance of Negotiation Skills***

An interactive panel of CMMA members on the importance of negotiation skills for influencing optimal positioning of your team to achieve the organization's communications goals and for building the case for people and technology resources. Moderated by **Steve Hiles**, Manager, Special Events and Travel Services, General Mills Corp.

### ***We Really Need You, but...***

**Dennis Wigent**, President, Creative Communications Solutions, Inc. and former Director, Internal/Electronic Communications, Kmart Corporation and **Linda Maslow**, President/CEO, The Maslow Media Group, Inc. will share their experiences with managing freelance and contract workers. Topics this interactive event will cover include when and how to use them, how to find good ones, integrating outside resources with staff and clients, how much and what kind of supervision is needed and legal and tax issues.

And, currently in the planning stage, is **Seeding the Clouds: Weathering (and Instigating) Change**, an exclusive CMMA interview with **Tom Johnson**, former Chairman and Chief Executive Office of CNN News Group. Johnson will share his strategies for leading through change, including setting strategic direction, negotiating goals and managing the inevitable conflict that comes with being a change agent.

In addition, several events will take place at each of the local viewing sites. **Case Studies** on a variety of personnel issues, such as recruiting, salary negotiations, promotions, motivating staff or outsourced personnel and solving performance problems will help attendees find solutions to real-world problems.

The very popular CMMA **Management and Technical Topic-Go-Rounds** give attendees a chance to ask their thorniest management and technology questions and learn from the collective experience of their peers.

Lunch, breaks and informal after-hours get-togethers offer CMMA members and guests the opportunity to build their peer networks: a valuable benefit that extends far beyond this day of professional development.

For a list of viewing locations, additional information and to register for this event, visit [www.cmma.net](http://www.cmma.net) and click **Events** or call the CMMA national office at **630-653-2772**.

The Communications Media Management Association, founded in 1946, is a professional organization of people with management responsibilities for the creation, utilization and distribution of communications media in profit and not-for-profit businesses, educational institutions and government agencies.

are examining. Pure data services or media wrapped in data services? If data only, IP Multicasting in the enterprise is quite mature, very simple and enjoys a broad base of deployments. However, if the data consists of media, the case is quite the contrary, since the real issue is what to do with the media once it's delivered.

**ENLITEN:** **What impact has the Internet had on the enterprise market regarding the delivery of video and multimedia?**

**KEVIN:** The Internet is the connection!

**ENLITEN:** **Your thoughts about satellite-based networks versus delivery via the Internet?**

**KEVIN:** In my opinion, they are the same. One complements the other.

**ENLITEN:** **What is your company doing to develop the "right" technology(ies)/solutions for the enterprise market?**

**KEVIN:** We are focusing our efforts in two areas: 1) content distribution including data, live television and store forward playback/insertions cued via the network; 2) advanced compression media CODEC's.

**ENLITEN:** **Do you provide both terrestrial and satellite solutions?**

**KEVIN:** Yes. Adtec's edge-3000 multiplexer is compatible with MPEG, DVB-Cable, Satellite, and Terrestrial and ATSC table structures.

Each employee can browse the Arel Campus portal and view the desired course locally without loading the network and still have full data interactivity with the main database for record capturing. Plus, Arel solutions give students the ability to ask and answer questions, communicate with the instructor and fellow students, ensuring that all participants are actively involved in the instruction, using a two-way communications platform.

“Countrywide’s selection of the ICP underscores the market trend for enterprises to use and deploy both video and Web conferencing applications for internal and external communications,” said Moshe Ben-Yishai, president of Arel Inc. “The Arel ICP is providing an advanced platform that merges the best of video and Web conferencing into one software application that is easily accessible from the desktop.”

**For an illustration of the ICP e-Learning Suite Layout, see the [PDF file](#) on the Enliten Web Site.**

### **Did You Know... Who First Conceptualized Television?**

The question of who invented television has been the cause of endless debate for over 70 years. Vladimir Nipkov, Philo Farnsworth, John Logie Baird, and Charles Jenkins are some of the names most commonly mentioned in this debate. All of these men certainly contributed to the development of this communications medium.

The question of who first conceptualized television is

## **Industry Events**

### **Training Magazine’s “Training & Online Learning Conference & Expo”**

Georgia World Congress Center  
Atlanta, GA  
March 1-3, 2004  
[www.vnulearning.com](http://www.vnulearning.com)

### **Satellite 2004**

Washington Convention Center  
Washington, DC  
March 2-5, 2004  
[www.satellite2004.com](http://www.satellite2004.com)

### **NAB**

Las Vegas Convention Center  
Las Vegas, NV  
April 17-22, 2004  
[www.nab.org](http://www.nab.org)

### **CMMA**

**2004 Professional Development Conference**  
May 6, 2004  
[www.cmma.net](http://www.cmma.net)

### **International Satellite and Communications Conference and Expo (ISCe) 2004**

*ISCe features satellite-based services, applications and innovative technologies for the commercial, civil and military industries.*

Long Beach, CA  
June 1-4, 2004  
[www.isce.com](http://www.isce.com)

### **SuperComm**

McCormick Place  
Chicago, IL  
June 20-24, 2004  
[www.supercomm2004.com](http://www.supercomm2004.com)

## **Industry Related Publications**

### **Satellite Publications**

Via Satellite  
[www.viasatellite.com](http://www.viasatellite.com)

### **Training Publications**

e-Learning  
[www.elearningmag.com](http://www.elearningmag.com)

Training  
[www.trainingmag.com](http://www.trainingmag.com)

**ENLITEN: Who (what vertical industries – end-users) do you see leading the movement toward IP multicasting**

**KEVIN:** Narrowcast television networks who deliver “niche” networks, combining Live and Store Forward media as well as the business television enterprise.

**ENLITEN: What are the driving applications for satellite-based IP multicasting to meet the users’ objectives? Why are companies buying?**

**KEVIN:** Training, education and entertainment are major applications driving the segment. Essentially this is Communications 101.

IP Multicasting offers a competitive alternative to traditional Live Television, both uncompressed and DVB. It facilitates Data and Live Television as well as Store and Forward. The combination of all three makes the application compelling.

**ENLITEN: What do you anticipate being the drivers in the future? (Distance learning, streaming, on-demand, digital signage, other)**

**KEVIN:** The driving forces will be advanced compression driving more services with lower bandwidth and High Definition television driving the “WOW” factor.

**ENLITEN: What obstacles do you see for prospective buyers of IP multicasting solutions?**

**KEVIN:** The ongoing cost of bandwidth and capital expenditures.

much easier to answer. Albert Robida, a French Illustrator and Author, is credited with envisioning television.

The drawing below was first published in 1869 and shows a man reclining in an armchair while watching a "televised" performance of Faust. It is interesting to note that not only did Robida conceptualize television but also the manner in which many men would ultimately view it!



In his time, Robida's illustrations challenged the imaginations of several generations, much the same as his contemporary, Jules Verne. His illustrations and stories foresaw many items that were later realized such as Pay Phones, Aerial Warfare, Test Tube Babies, and Chemical Weapons.

In 1883, he published a futuristic drawing of the year 1963 which showed a reporter in North Africa being broadcast into the living room of a French family. The display was a wall mounted flat screen color monitor with an aspect ratio close to 16:9.

However, Robida's view of technology's effect on the future ultimately turned to disillusionment. His work

## **Video Production/Systems Publications**

AV Video Multimedia Producer  
[www.avmmp.com](http://www.avmmp.com)

Broadcast Engineering  
[www.broadcastengineering.com](http://www.broadcastengineering.com)

Government Video  
[www.governmentvideo.com](http://www.governmentvideo.com)

Millimeter  
[www.millimeter.com](http://www.millimeter.com)

Presentations  
[www.presentations.com](http://www.presentations.com)

Video Systems  
[www.videosystems.com](http://www.videosystems.com)

## **Organizations & Associations**

Communications Media Management Association  
[www.cmma.net](http://www.cmma.net)

Government Education and Training Network-  
*Distance Learning through Interactive Television*  
[getn.govdl.org](http://getn.govdl.org)

Federal Government Distance Learning Association  
[www.fgdla.org](http://www.fgdla.org)

Society of Satellite Professionals International  
[www.sspi.org](http://www.sspi.org)

United States Distance Learning Association  
[www.usdla.org](http://www.usdla.org)

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## **Call for Success Stories**

If you have a good story to tell and would like to see your company's satellite network featured in a future edition of Page of Enlightenment, please let us know. We are planning next year's issues now. We are looking for networks to profile and topics that are of interest to the end-user of digital video and multimedia applications.

**ENLITEN:** How do the industry suppliers help the video and multimedia users overcome these barriers?

**KEVIN:** Essentially the bandwidth costs are a factor that vendors cannot control. Our mission is to design and deliver cost effective reliable hardware to execute the IP services.

**ENLITEN:** What advice can you give to the non-satellite users regarding delivery of video and multimedia? (Ease of deployment & use, cost effectiveness, expanded reach, applications, etc.)

**KEVIN:** Satellite provides unmatched scalability and flexibility. Our partnerships are allowing us to offer co-op like pricing for satellite services utilizing Adtec's technology for Data, Live, and Store and Forward media.

**ENLITEN:** Looking into a crystal ball, where do you see the industry by the end of the year? For the next three years?

**KEVIN:** I see significant inquiries as of late. Implementations will come in the near term and I am very bullish on satellite capability to deliver this media mix to small and large-scale IP Multicasting segments over the next 2 to 5 years. Advanced compression will be a major factor in the success of the "niche" and narrow band networks.

**ENLITEN:** Are there any other words of wisdom you would like to share with our readers?

began to focus on topics such as the deterioration of the environment. His submittal to the French Government for the Universal Exposition of 1900 (which was held in Paris) was not for a futuristic city, but a medieval city. Ironically, it was one of the most successful attractions of the exposition.

Today, Robida is celebrated in several displays in the Future World portion on Walt Disney's EPCOT Center.

To learn more about Albert Robida, Enliten suggests Marc Angenot's 1983 book entitled Albert Robida's Twentieth Century.

### Enliten Consulting Services

- Industry Trends & Updates
- Users
- Technologies & Systems
- Suppliers & Providers
- Applications Needs & Assessments
- Cost Models & Analysis
- Benchmark Studies - "winning" applications
- System and Vendor Assessment
- RFP/RFI Development & Administration
- Project Management

## Digital Video Training Courses & Workshops

Enliten provides training on Digital Video that can make your job easier.

The Digital Video course features two key areas: **Understanding Digital Video & Digital Video Transport**. It is designed to provide a consistent understanding of Digital Video to individuals in the various functional roles throughout an organization. It's in modular form, so that the topics and issues relevant to your organization can be properly addressed.

We offer a "Digital Video Planning Guide" that includes descriptions of the wide selection of topics/modules. The Guide outlines the levels of learning for each module, ranging from basic **"Knowledge" & "Comprehension"** to more technical/advanced levels.

[Click here](#) for details on Digital Video and a description of how the course can work for you. Please contact us for the "Digital Video Planning Guide". 770/590-1590 or at [rp1@enliten.net](mailto:rp1@enliten.net).

## Next Issue Preview

Enliten's April issue of Page of Enlitenment will feature companies who provide products and services for the delivery of video and multimedia to the enterprise end-user. Products and services that enhance, improve or replace existing means of communicating to employees, customers and even suppliers in the field will be the focus.

For more information or answers to questions, feel free to contact Enliten at 770/590-1590 or [rp1@enliten.net](mailto:rp1@enliten.net).

## Feedback

We encourage your feedback and input in making *Page of Enlitenment* an effective means of providing you with information on industry related trends, solutions and suppliers. Please forward your suggestions or requests to us at [enliten@enliten.net](mailto:enliten@enliten.net) regarding the topics, products, services or companies that you would like us to include.

**For more information** on the topics presented in this communication, please visit the Enliten web site ([www.enliten.net](http://www.enliten.net)) or contact an Enliten representative at 770/590-1590.

**KEVIN:** Buckle up!

## Consulting and Technical Services for the Corporate Video and Satellite Industries

The **Enliten** Management Group, Inc. is a professional and technical services firm that works with companies to improve or enhance the delivery of their video and multimedia communications.

**Enliten** provides solutions for companies and organizations of all sizes, including many of the Fortune 500 Companies.

Our services range from facility & system audits and technical training to technology roadmaps, network assessments and RFP support.

**Contact Enliten** at 770.590.1590 for information about our services, including:

**Fundamentals of Digital Video Training & Satellite Communications Knowledge Seminars (IP Multicasting & the Industry Providers).**