



Page of Enlitenment

July/August 2004

Enliten Management Group

www.enliten.net

Industry News and Information for the video and multimedia communicator, as well as users of satellite-based business television and interactive distance learning networks.

The Unisys Business Television Network (UBT)

Setting the Standard for Effective Executive Communications



Brad Lund

Biography: Brad Lund is Manager of the Video and Broadcast department within the Creative Media Services group at Unisys Corporation headquartered in Blue Bell, Pennsylvania.

Brad is a graduate of DePaul University's School for New Learning Masters program. His concentration was in Business Television. He received his undergraduate degree in Communications from John Carroll University in Cleveland, Ohio. Brad has over 15 years experience in corporate video and satellite production, corporate communications, streaming media production and management. Brad lives in Cherry Hill, NJ with his wife and 3 young children.

Many satellite-based business television networks are used for training and education. Newer networks, and/or networks recently upgraded to IP multicasting technologies, are used for other key applications such as the delivery of dynamic digital signage and the transfer of large media files. Then,

Video Communications: The Time is Right for the Wide Range of Applications and Delivery Approaches

Randy Palubiak

It is an exciting time for video communications: **distance learning**, whether it's web-based e-Learning or satellite-based interactive distance learning; **corporate communications**, whether it's for executive briefings or for staff meetings and product knowledge updates; **digital signage**, whether it's for kiosk and menu board information presentation or dynamic video for advertising, marketing and promotion applications.

As we see it, those of us involved in the delivery of video and multimedia communications are in a position to benefit from the improving economy and advancements in technologies.

Communications managers are finding and implementing the right blend of technology solutions to meet their organizations' training and communications needs.

- Webcasting via the Internet is delivering lower bandwidth video to desktops worldwide, in conjunction with graphics and support materials.
- Traditional satellite-based business television (BTV) networks continue to maintain value for organizations with large numbers of widely dispersed viewing locations, for rich media content delivered to television monitors.

Thoughts & Perspectives on Interactive Distance Learning

Shawn Butler
SVP of Product & Business Strategy for OneTouch Systems



Shawn Butler

Biography: As SVP of Product and Business Strategy, Shawn Butler drives all product planning and strategy at OneTouch. Mr. Butler has over 12 years of management experience in public, private and technology companies, including extensive experience with online training and communication. Prior to joining OneTouch, Mr. Butler held executive positions at Digital Lava, Akamai, INTERVU and Wavefunction. Before that, he worked as a financial consultant for the US Attorney and a Legislative Aide in the California State Senate. Shawn has a joint MBA/IR masters from IR/PS, and a dual Bachelors in pure mathematics and US history from UCSD.

there are those that are driven by executive communications: providing information, direction and strategies from the senior executives throughout the organization and to its customers. Unisys Corporation is one company that makes the most of its network, **Unisys Business Television (UBT)**, for communicating with all stakeholders—customers, partners, media, and employees. [Click Here for Full Story](#)

Unisys Streaming Initiative Case Study

Accordent Technologies Successfully Designs and Implements an Enterprise-Wide Streaming Initiative for Unisys Corporation

[Click for Story](#)

Upcoming Industry Events

IBC 2004 (The NAB of Europe)

RAI Amsterdam
September 9-14, 2004
www.ibc.org

Government Video Technology Expo

Washington, DC Convention Center
October 6-7, 2004
www.gvexpo.com

Training - Fall 2004 Conference & Expo

Moscone West Convention Center
San Francisco, California
October 11-13, 2004
www.trainingfall.com

CMMA National Conference

November 13-17, 2004
La Mansión del Rio
San Antonio, TX
www.cmma.net

- Next generation IP-based solutions are widely and readily available, and being deployed, to deliver streaming video and content on-demand to desktops and dedicated media players for playback on plasma display screens.

This issue of Page of Enlitenment (PoE) features the video communication approaches and capabilities of Unisys Corporation, a worldwide information and technology services and solutions company. Unisys rolled out its BTV network in 1990 for the delivery of corporate communications and information, and continues to use it today. To expand its reach, Unisys uses the Internet to deliver information and training to its employees and customers in more than 100 countries.

In the feature story, Brad Lund, Manager UBT & Video, gives an overview and perspective of how the Creative Media Services Group supports the communications requirements of Unisys. The sidebar is a case study provided by Accordent Technologies, presenting the challenge, solution and results of extending the reach of Unisys communications through its webcasting services.

Enliten is extending its ongoing Thoughts & Perspective Series into Distance Learning. We are kicking it off by featuring the Thoughts & Perspectives of an executive from One Touch Systems, the company who pioneered satellite-based interactive distance learning systems nearly 15 years ago.

Industry Related Publications

Satellite/Training

Via Satellite
www.viasatellite.com

Learning & Training Innovations
www.ltimagazine.com

Enliten: What is your perspective of where the industry is today? Synchronous versus asynchronous training?

Shawn: Historically, synchronous (“Live”) and asynchronous (“On Demand”) training have been seen as alternative or competitive solutions rather than as complimentary learning options. Those who had broadband via BTV, VSAT or other fat-pipe networks chose live as the best way to reach their internal audience, while those with traditional LAN/WAN environments and lower-bandwidth capacity used On Demand forms of Computer Based Training (CBT) or Web Based Training (WBT). While both CBT and WBT have been criticized for their lack of social interactivity, learning decisions were and continue to be made based on infrastructure capacity rather than best practices. Technology and market awareness has advanced so quickly in recent years, however, that more organizations are now able to pick best-of-breed options from Live, On Demand, collaborative and other modalities (“Blended Learning”). Paired with ongoing decreases in the cost of per-student and per-event training, organizations can incorporate ongoing synchronous and asynchronous training (and general communication) as a necessary and invaluable part of everyday business—where efficacy and return on investment (ROI) mean more than means or modality.

[Click Here For Interview](#)

Organizations & Associations

Communications Media Management Association
www.cmma.net

Government Education & Training Network- *Distance learning through Interactive Television*
getn.govdl.org

Federal Gov't. Distance Learning Association
www.fgdla.org

Society of Satellite Professionals International
www.sspi.org

United States Distance Learning Association
www.usdla.org

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 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 [website](#) or contact an Enliten representative at 770-590-1590.

Satellite Business Solutions
www.sbsmagazine.com

Training
www.trainingmag.com

Video Production/Systems

Broadcast Engineering
www.broadcastengineering.com

Communications Convergence
www.cconvergence.com

Digital Media Magazine
www.digitalmediamagazine.net

DigitalTV
www.digitaltelevision.com

Digital Video
www.dv.com

Government Video
www.governmentvideo.com

Millimeter
www.millimeter.com

Presentations
www.presentations.com

Videography
www.videography.com

Video Systems
www.videosystems.com

Enlitening Links

[The BTV/IP Receiver Guide for the Enterprise Communicator](#)

[Information on Enliten's Consulting Services](#)

[Information on Enliten's Digital Video Training](#)

[Information on Other Enliten Training Courses](#)

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 Enlitenment, please let us know. We are planning future 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.

For more industry related information, please check out the [Resource Center](#) on the [Enliten Web Site](#)

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