

Dr Patrick Dixon - Videoconferences - Video explanation followed by studio tour and demo

[Why videolinks](#) can be better than being there in person

**(Archive article from 1999 but of historical interest)**

- Conferences are the ideal place to showcase new ideas and management tools
- Use the tools of the future to talk about the future - the medium is the message
- Many messages about the digital world can only be delivered remotely
- Videoconferencing shows the power of virtual communication to build effective teams and relations

**Limits to globalisation with current management models**

- The current pace of globalisation cannot continue using old management models - more international
- Already many industry leaders spend more than 6 weeks a year at 35,000ft
- Time away from home is often doubling every 24 months
- We have to find other ways to work - and videoconferencing is one

## **World-class remote lecturing**

- The aim should be that when the audience looks at the big screen, they forget that the podium is e
- This trick of virtual reality can be achieved using a high-tech multimedia studio
- Well lit presenter in front of a large multimedia screen
- Presenter appears on screen as if being filmed in the venue on the podium
- Good camera images / excellent sound clarity
- Able to walk around / see whole audience clearly
- Able to engage the audience / ask questions / react

## **So how is this done?**

- Top quality standard videoconference PC in venue
- Capable of 384kbps (3 pairs ISDN data lines)
- Received picture projected on huge screen / sound to sound desk
- Images to presenter provided by camera (s) operated by technicians

- Sound to presenter provided by roving microphones
- For extra call security and stability it is best to use a Bureau, which tests both sites in advance, dia

### **How much does it cost?**

- Example: London to US using BT Bureau (00 44 207 298 4055)
- Total call and bureau charges 2 hours = approximately \$1100
- Speaker fee is less than half normal - and no travel costs