

<b>Customer:</b>	<b>New York City Public Schools</b>
<b>Application:</b>	<b>Distance Learning and Virtual Fieldtrips</b>
<b>VBrick Equipment:</b>	<b>VBrick 4300, 5300, 6200 MPEG-2 network appliances</b>
<b>Software:</b>	<b>Todd Video Network Management</b>
<b>Networks:</b>	<b>Switched Ethernet (City of New York I-NET)</b>

## Challenge

The City of New York wanted to link its K-12 schools together with each other and with important cultural institutions in the city and beyond using a high quality one-way and two-way video system. They sought a system that would enable classes in the five boroughs to share in presentations and special events. In addition the system must allow the students to undertake "virtual fieldtrips" to cultural treasures like the Lincoln Center Institute and the American Museum of Natural History, all without leaving the safety of the classroom. They needed a system that moved beyond the poor quality video common in ISDN-based video conferencing systems. A successful system had to offer television quality video and sound— anything else would be too distracting for students raised to expect TV-quality video at all times. Since the system would be administered by educators, it also needed to be easy to deploy and easy to use on a regular basis. And with the limited budget available for the project, it also needed to leverage the City's extensive IP network.

## The Solution

After assessing various possible suppliers, the City of New York turned to VBrick Systems whose powerful yet affordable video systems are used by everyone from The White House to the Utah education network.

For this project, the VBrick 6200 MPEG-2 encoder/decoder and VBrick 5300 dual decoder were used to link the first of 33 Distance Learning classrooms that consist of 17 Board of Education schools, 5 CUNY colleges, 8 city employee training centers and 3 content providers. The MPEG-2 video compression offered by VBrick Systems provides DVD-quality video and sound that ensures the vital sense of "continuous presence", providing a more natural communication experience for everyone involved.

At a typical school, VBricks are attached to TV monitors, enabling the students to have a seamless discussion with three other schools simultaneously. Presentations, lectures and even satellite feeds are scheduled using TODD Video Network Management software and can be arranged "on demand" or pre-scheduled to automatically connect specific schools on a time-of-day or day-of-week basis. A central administrator can easily make the connections over the City's IP network.

The compact and portable VBricks, no larger than an average DVD player, are used on mobile carts in the American Museum of Natural History and the Lincoln Center Institute to broadcast both one-way and two-way virtual fieldtrips to these and other cultural institutions.

What's more, WNYE, the Board of Education Television station, uses VBrick 4300 dual encoders in its 3 sound production stages and to stream satellite feeds containing educational programs to I-NET sites which in turn distribute the live video to classrooms.

## The Benefit

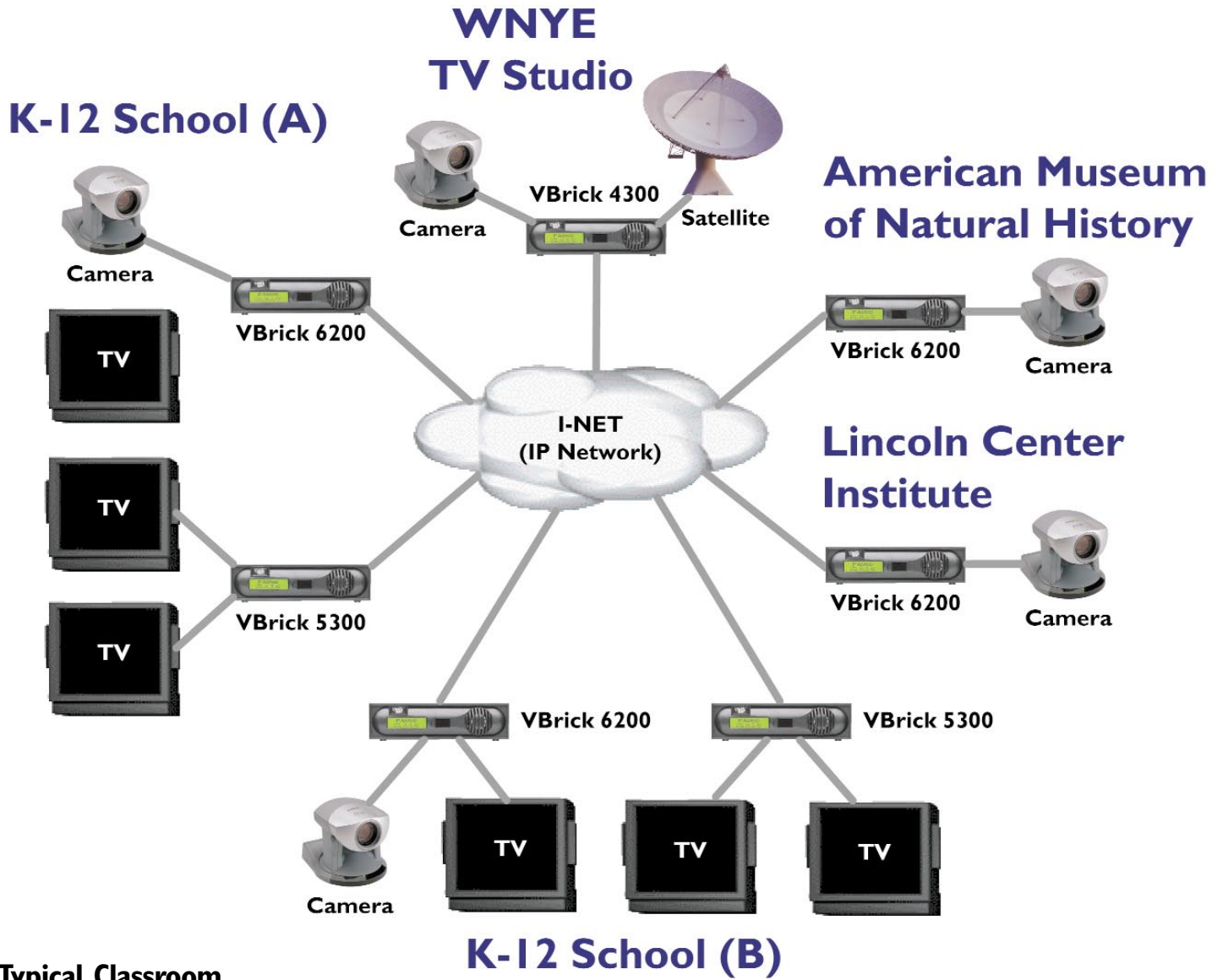
The City of New York's innovative system connecting schools and cultural institutions offers a number of important benefits. Students can take advantage of lectures and presentations without traveling to other schools. The system also breaks down barriers by connecting students with different backgrounds in each of the five boroughs.

For educators, this easy-to-use high quality video system enhances the learning experience for their students by reaching beyond the walls of the classroom and opening up the rich cultural heritage of New York.

Another important benefit is that modern video conferencing systems like that from VBrick Systems leverage the existing broadband network infrastructure. The City of New York has saved millions of dollars by using its existing I-NET network to link schools by video rather than spending its scarce resources on new, unnecessary network infrastructure.

With VBrick Systems' smart, powerful and affordable system, educators in New York City are realizing the long overdue promise of video as an effective education tool.

**Building Vision**  
**Across**  
**your Network**



Typical Classroom



12 Beaumont Road  
Wallingford, Connecticut 06492 USA

Phone (203) 265-0044

Toll Free: 1-(866) VBRICK 1 (1-866-827-4251)

[www.vbrick.com](http://www.vbrick.com)