

WHAT THE EXPERTS SAY

Video: Electronic Communication: Picture Perfect

Communicating Electronically

What is Video Conferencing?

“Video conferencing is a powerful telecommunication tool which transmits two-way interactive live video and audio simultaneously between two sites or multiple sites. A CODEC (compressor/decompressor) compresses the television audio and video signals, allowing them to be transmitted via high-capacity, ISDN telephone lines or the Internet. Compression technology makes video conferencing easy and affordable. And, communication between sites is two-way and interactive.

Compressed video can be combined with multiple media: Text and graphics can be transmitted with a document camera; Computer graphics, documents, web sites, DVDs, and videotapes can be transmitted and viewed; and participants without access to a video conference system can join via audio teleconference using a telephone handset or speakerphone.” (1)

The Benefits of Video Conferencing

“Video conferencing allows you to meet face-to-face with your family, friends, and colleagues, or conduct courses and seminars without travelling across the state or country. Video conferencing makes your meetings come alive by bringing your associates into your meeting room. You can see, hear and converse with others located hundreds or even thousands of miles away.” (1)

“It (video conferencing) also helps to create a global experience while essentially eliminating geographical barriers. By limiting travel, it saves time and money. Most importantly, video conferencing helps keep people connected.” (2)

References:

(1) Instructional Communications Systems (2012). *About Videoconferencing*. Retrieved May 31, 2012, from <http://www.uwex.edu/ics/video/about.htm>

(2) Bright Hub (2010). *Video Conferencing in Education*. Retrieved May 31, 2012, from <http://www.brighthub.com/education/special/articles/17936.aspx>