

## **BACKGROUND:**

### **What is Video Conferencing?**

*One-to-one communication* is the simplest form and is the type of conferencing most commonly associated with desktop PC conferencing. This is simply one person talking to another.

*One-to-many communication* may take the form of a broadcast from one site that is transmitting to several other sites. A good example of this may be a presentation or educational lecture transmitted to a number of students.

*Many-to-many communication* is the most complex form of video conferencing and is mostly associated with room based video conferencing technology. Several parties (more than 2) are involved in the conference and all can be seen and heard.

### **There are many benefits of using video conferencing:**

1. you can communicate regularly with people in other districts, states or countries, which would usually be costly or impossible if you had to travel
2. you can video conference with many more people than would fit into a single meeting room because each party will be using their own facilities
3. Video conference communication and meetings take much less time as no travel is involved. A meeting that may take you away from work for four hours (due to travel), may take only one or two hours using a video conference
4. Using video conferencing saves money by lowering your expenses - there is no need for all the costs involved with traveling.
5. A telephone call or e-mail is not always the best way to communicate with another person. Interactive meetings can help to generate ideas and enable people to read and react to others' sensitivities
6. Video conferencing allows collaboration by document sharing. Many people in different areas can work on the same project and make contributions
7. Many institutions can receive the same broadcast simultaneously and thus a much greater level of participation can be gained. For example, a lecture being broadcast to students at many different educational institutions

***Our video conferencing site can also help you to:***

1. enhance your distance learning experience and put you in touch with other learners in different geographical regions and/or with lectures in the University
2. create and develop a useful dialogue with education experts
3. collaborate with experts on various projects
4. amazing Campus interview for students
5. meeting officials in various departments of Government, non-government or semi-government organizations.