



**VIDYO  
CASE STUDY**

**CLIVE  
INTERNATIONAL**

# CLIVE International

## What happens when your existing video conferencing system fails to meet your needs and expectations?

### Saving Money, Solving Problems and Expanding Educational Horizons with Vidyo Conferencing

Proficiency in English is one of the primary ingredients for success in today's global market. Not only does a command of the English language provide access to economic, educational and immigration opportunities, it is also viewed as a means of attaining personal empowerment. It is not surprising, therefore, that there is a rapidly increasing need for English language training in many non-English speaking countries, such as those in Asia, and the market for such services is valued at many billions of dollars.

Since the focus of such training is on participative, interactive and situational English, many education providers in Asian countries desire NESTs - Native English Speaking Teachers - from countries such as Australia, New Zealand, Canada, the UK and the US, to supplement their local teaching staff. However, the costs and logistics of importing these foreign teachers to Asia can be prohibitive, and there has been a growing shortage of credentialed native English teachers as a result.



That's where CLIVE comes in. CLIVE, which stands for "Continuous Learning in a Virtual Environment," offers flexible and engaging methods of distance education by creating virtual classrooms in which Asian students are taught by NESTs from a facility in Melbourne, Australia. CLIVE refers to its method as "remote interactive video English teaching" (RIVET), and although the organization originally invested in a video conferencing product other than Vidyo, when that system failed to support and deliver the needed RIVET objectives and results, CLIVE turned to Vidyo.

### High Quality Video and Audio ... Imperatives for Distance Learning

Dr Soon H. Teh, CEO of CLIVE, founded the organization after more than 20 years experience in the IT industry, including serving as CEO/Chairman of an Australian public company and working extensively as an international business development consultant and strategist.

According to Dr. Teh, "There are many products in today's market designed to be collaborative tools, with video as a secondary consideration. For our purposes, video and audio quality needs to be extremely high. It is important that students and teachers see each other clearly and naturally, in high definition. However, up until we discovered Vidyo, we were not able to find a solution that delivered exceptional quality video for a cost that was within our budget. Before hearing about Vidyo, we had already invested in another solution that didn't deliver what we needed. A colleague of mine was so impressed with the Vidyo system that he urged us to investigate this as an alternative. As soon as we tested Vidyo, we knew we had found the answer to our quest. Vidyo delivers a level of quality that can only be found in other products that are many times Vidyo's price."

**CHALLENGE:**  
Finding a high-quality, affordable video collaboration solution to replace a system that proved to be too costly and problematic (issues with clients' firewalls and non-interoperability with legacy systems).

**SOLUTION:**  
VidyoGateway  
VidyoOne  
10 Seats

**RESULTS:**  
Cost-effective, "impact-quality" video interaction and collaboration that has allowed CLIVE to meet the multiple challenges of implementing virtual classroom, eLearning English language curricula in Asian countries.



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### No IT Support Necessary

One important task of any teacher is to ensure that lessons are focused and information is conveyed without confusion or distraction. For a remote, virtual classroom to be effective, delivery of the instruction needs to be foolproof; easy to deploy and simple for teachers and students to use without requiring any technical skills, knowledge or on-site technical support. This was one important factor that helped determine CLIVE's selection of Vidyo. "Vidyo is accessible through a browser-based portal and therefore very straightforward to use... it's as easy as clicking on an Internet link," said Dr. Teh about the user experience of joining a Vidyo classroom.

CLIVE teachers in Australia are situated in specially configured teaching studios with Vidyo software installed on desktop computers. Students in Asia are in similarly equipped classrooms. With Vidyo, all that is needed on either end is Internet access, a web cam and a speaker/microphone device.

### Vidyo Conferencing: Interoperability is Key

Although CLIVE investigated other video collaboration products for its program, another reason for selecting Vidyo Conferencing was that it offers a high level of compatibility with other systems. Soon after purchasing their first video conferencing product in March of 2009, Dr. Teh discovered that the system was not cost-effective and had serious issues with the security set up and firewall of many of CLIVE's clients. From a financial standpoint, it was not possible for CLIVE to replace the entire solution that had recently been deployed, so Dr. Teh began to look for a better system that would operate well with the product already in place, but would fix its limitations. Because the VidyoGateway allows legacy H.323 and SIP video conferencing systems to seamlessly interoperate with Vidyo's H.264 SVC systems, Vidyo was the answer. In addition, Vidyo's automatic firewall detection and traversal software, the VidyoProxy, addressed Dr. Teh's firewall issues that rendered the other system useless.

### CLIVE and Vidyo: Satisfying the Need for Quality eLearning in Asia

According to Dr. Teh, more and more Asian countries are recognizing that video conferencing and collaboration solutions are a viable way to solve the problem of too few NEST teachers. As an example he cites the current situation in Korea in which the government is backing a move from traditional classroom teaching to using eLearning methods of distance education. "Instead of issuing visas and immigration permits to foreign teachers with questionable credentials, the Korean government is now financially supporting the implementation of video collaboration systems in elementary and middle schools." But as Dr. Teh and CLIVE learned the hard way, not just any video communications solution will work.

Dr. Teh explains, "In my discussions with educators and government departments of education, I emphasize the 4 necessary components to a positive eLearning outcome. They are: motivation, interactivity (quick response time), content, and interaction (truly engaging students in the learning experience). To successfully achieve these goals in a distance learning setting, you MUST use very high quality video on a large screen. It is imperative to establish a high level of teacher authority with natural communication, or else the impact of the instruction will be low."

Dr. Teh believes that out of all existing possible solutions, Vidyo is the only product that has that level of quality in an affordable price range. He says: "In education, we look for tools that help us reach our end goal, which is to ensure that the students are engaged and actually learning. We have found that tool with Vidyo. It's not only great for video communication but it is also a highly effective collaboration tool. Users can share their computer screen and any open application they have running. They can also use Vidyo's whiteboard component to collaborate on a white board in real time. We have found the ultimate distance education video and collaboration tool with Vidyo."

### MORE INFO:

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