

gecMedia 2009



gecMedia

> Introduction

- **gecMedia** is a set of interactive services aimed at corporate training and communication supported on the LMS platform Virtágora 2009.
- These services are:
 - **Geclive!**: synchronous classroom service that allows training or conferences in real time.
 - **Geccast**: asynchronous classroom services, through which training or a conference can be recorded by the tutor and viewed by the delegate at any time.
 - **Gecvideo**: component needed in order to publish and view high-quality videos in corporate training environments.

gecMedia



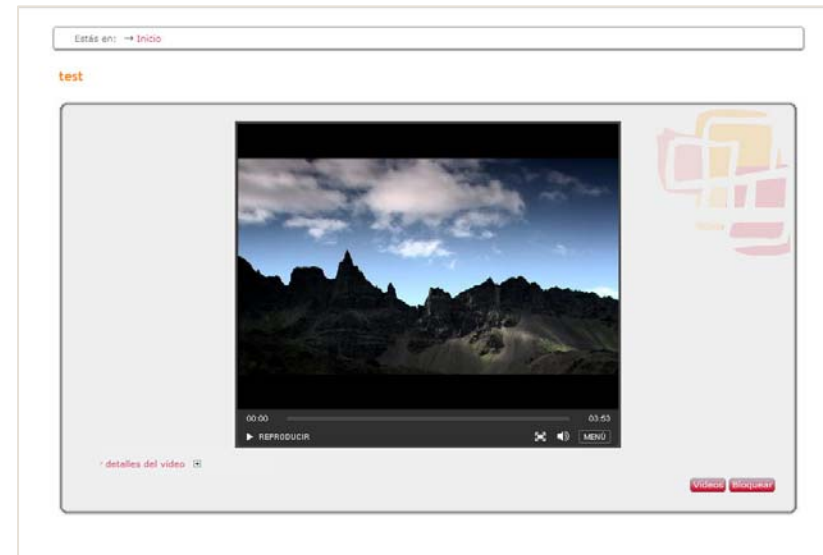
Facilitates the transmission of multimedia content, allowing videos to be viewed without downloading

The employee can:

- Upload and manage their own video.
- View other employees ' videos or corporate videos.
- Obtain the code of any video to cross-reference it elsewhere.

Benefits:

- Improvement in e-learning provision, adding video and audio to the content distributed, facilitating the communication not only of concepts but also of procedures.
- Structuring of content following a methodology that takes into account the specific characteristics of the medium.
- Design of the courses based on hypermedia systems, which allow a maximum degree of interaction



Management tips

- **Identification of semantic relationships** between the videos and the other formats in the environment.
- Feedback via the **evaluations and opinions** of the employees
- **Self-management** by the employee with **tracking** from the project office.
- **Featured videos** selected by the project office.
- **Moderation** of the videos.
- **Application** of the content generated for this area to the training programmes.

Our vision

Allows the on-demand transmission of content in video format synchronised with documents.

The employee can:

- View a document and simultaneously follow the related video explanation.
- Scroll up or down in the document or navigate using the index.

Benefits:

- Greater retention of content by using multimedia formats to transmit the right information.
- Reinforcement of textual content through video explanations.
- Transmission of a greater amount of information than with each format (video and text) used separately.
- Time-shifted access to events.



Management tips:

- Identify **groups and content** that could benefit from this format.
- Optimise the potential of this tool through a previously prepared **script** (synchronisation of the video and the presentation).



Allows live sessions to be run with various individuals interacting and with supporting documents.

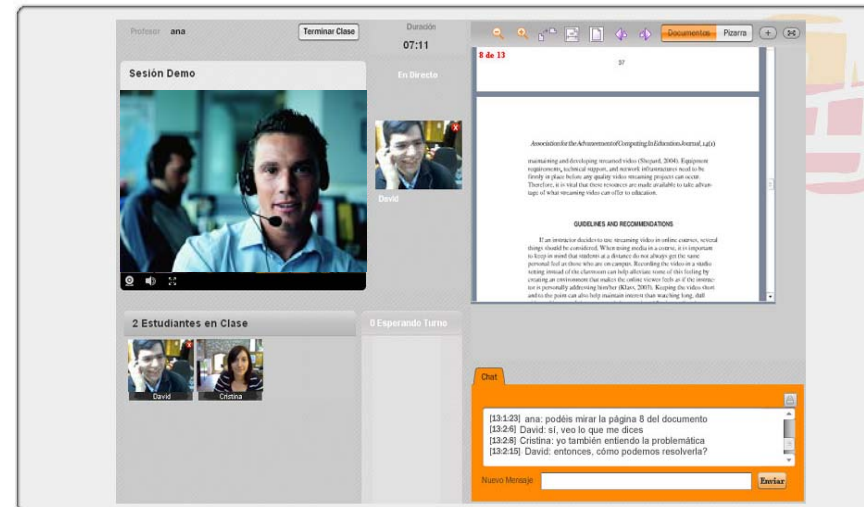
The employee can:

- See other delegates and speak to them, moderated by the expert in charge of the session.
- Work with the shared documents in a synchronised way and collectively work through exercises.
- Chat (in text format) with other employees.

Benefits:

- Eliminates space-time barriers with reduction in travel expenses.
- Maximises the active role of delegates in their own learning.
- Prolongs the life of the communication or synchronous training content (video support for the sessions).

Aula Síncrona



Management tips:

- Select **moments or training milestones** where a synchronous session is appropriate.
- Optimise the tool's potential through **preparation** of the session.
- Define the **maximum number** of delegates taking into account the aims and content of the session.

Our vision > Comparative matrix

Transversal training needs

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	gecvideo	geccast	gec live!
Communication of new products or product updates	✓		
Training linked to career plan	✓	✓	✓
Communication of values and corporate culture	✓		
Training in strategy		✓	
Computer training		✓	
Training for change	✓	✓	
Language training	✓	✓	✓
Development of skills gaps	✓	✓	
Conceptual training	✓	✓	
Sessions aimed at networking			✓
Training aimed at sharing views			✓
Training aimed at collaborative work			✓

Our vision > Comparative matrix

Business training needs

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	gecvideo	geccast	gec live!
Technical training		✓	
Communication to support campaigns	✓	✓	
Skills training	✓	✓	✓
Attitudinal education	✓	✓	
Sales training		✓	✓
Training activities that seek staff feedback			✓
Compilation of best practices	✓	✓	
Doubt-resolution sessions with an expert			✓
Communication to teams spread out geographically	✓	✓	✓

Product characteristics



- As our clients have varying needs, we have created **three versions** of this product:
 - A. Gecvideo Basic** = ideal for small organisations who wish to communicate messages from senior management. Intended for publishing 1 to 20 videos per year, with a volume of up to 2,000 downloads per month.
 - B. Gecvideo Learn-how** = designed for small organisations who wish to add information in video to their courses and technical manuals, improving the quality of the materials. The tutors and product managers can publish the videos independently. Aimed at volumes of 20 to 200 videos per year. Medium-high quality.
 - C. Gecvideo corporate_2.0** = ideal for organisations geared to the Web 2.0 concept, where the employee actively participates. It meets the requirements of *Basic* and *Learn how* and also allows all the staff to create and publish their content in video and share it. Designed for volumes of over 200 videos per year and a volume of over 10,000 downloads per month.

Product characteristics



The **geccast** content can be customised to fit your needs:

A. **End-to-end solution:**

- GEC provide the necessary technology and can manage it for you.
- GEC can design the video contents and the associated presentation.
- GEC can carry out the video production and post-production..
- GEC can adapt the content to your stylebook.

B. **Permanent support** throughout the project, using our methodology, which will enable you to guarantee success and in particular:

- The content meets the initial objectives.
- There is no loss of quality.
- No unforeseen costs.

Product characteristics



- The classrooms are set up according to the number of delegates that will be attending the session. All the content can be subsequently converted into downloadable material:
 - Geclive! Basic** = ideal for business meetings or report-backs without having to travel, for groups of less than 10 people.
 - Geclive! Standard** = intended for sessions of up to 20 users in which little feedback in real time is expected from those attending.
 - Geclive! Standard Plus** = intended for sessions of up to 40 users in which significant feedback is expected in real time from those attending and work and subsequent downloading of the material is expected.
 - Geclive! Magna** = designed for large sessions, demonstration of product innovations or messages from Senior Management to key stakeholders in the organisation (up to 100 users)