



## THE UNIVERSITY OF IOWA

### What University of Iowa achieved with Elluminate *Live!*

#### Superior user experience, with no participant left behind

Elluminate *Live!* delivers in-sync communications and crystal-clear voice over Internet—that provides consistent quality regardless of connection speed.

#### Increased interaction for courses and meetings

With Elluminate *Live!*, UI can add live discussion and information sharing that's accessible to all students and faculty—whether they are on campus, across the state, or around the globe.

#### Responsive partner with proven, state-of-the-art tech- nology

Elluminate is committed to the concept of distance learning and collaboration on an international level—providing leading edge technology that works.

## The University of Iowa Expands International Interaction and Collaboration with Elluminate *Live!*

For more than 150 years, The University of Iowa (UI) has served as the state's flagship institution of higher education. Always an innovator, UI was the first U.S. public university to admit men and women on an equal basis. It established the first law school, the first educational radio station west of the Mississippi and had broadcast the world's first educational television programs. Today, UI is known for its top-ranked graduate programs as well as its world-renowned research programs.

### The Challenge: Reach More People, Enhance Classroom Learning Online

Thomas Cook, Ph.D., is a professor of occupational and environment health in UI's College of Public Health. He is also the director of the Center for International Rural and Environmental Health, whose mission is to promote greater understanding and awareness of the causes, consequences, and prevention of communicable, chronic, environmental, and occupational diseases in all regions of the globe. "Two-way synchronous video conference technology had caught my attention, but it wasn't a viable solution to communicate with our collaborator countries in Eastern and Central Europe," Cook explained. "So we looked at other products to support our efforts to provide seminars to help upgrade the occupational and environmental health skills of health workers in those formerly Socialist nations. We wanted to reach more people with a greater diversity of topics."

Margaret Jesse is the director of UI's Stead Technology Services Group and an adjunct lecturer in the Tippie College of Business. "We were struggling with a product that was difficult to use and needed to find something to provide online learning to augment what we do in the classroom for our statewide off-site MBA program and take the place of the classroom for our Executive MBA Program in Hong Kong when travel isn't possible."

### The Solution: Easy-to-use Live eLearning Tool with a Global Reach

"I got hooked on Elluminate *Live!* right away for a number of good reasons," Cook said. "We have problems with connectivity in some of our collaborator countries. Elluminate *Live!* works over Internet connections that are slow and unreliable by U.S. standards. The esthetic graphic presentation of PowerPoint was way above what we could do, and the ability to easily record lets us build a library of topics that can be accessed by users anytime and anywhere."

"Elluminate hosted an on-campus pilot of the product for a class of 50 students," Jesse said. "Previously, getting everyone connected statewide was a challenge. With Elluminate *Live!*, we got up and running without any problem. When I had a question, the company literally responded in a couple of minutes. All you need to



## What makes Elluminate the clear choice for live eLearning?

- Crystal-clear audio with voice over Internet
- User-friendly, intuitive interface that's easy to use and customize
- In-sync communications, regardless of connection speed and quality
- Universal operation in Windows, Mac, and Solaris environments
- ESP Moderator Tool Set ensures best user experience
- Greatly reduced travel budgets
- No more costly, inconvenient conference calls
- Best-in-class return on investment, with no per-minute charges
- Accessible, responsive customer service

do is to get people to use Elluminate *Live!* once, and you can't keep them from being excited about it."

"I look at Elluminate *Live!* as another tool in our IT toolbox," said Les Finken of IT Services applications development and support. "It meets our needs from the end user perspective for both professors and students, and the company has been fantastic to work with. Elluminate *Live!* can be a standalone solution or be integrated with our course management systems. The product has a low overhead, and cost sharing across college-level departments works well."

### The Result: Enthusiastic Users, Increased Productivity, Expanded Programs

"Sometimes technology gets in the way of getting work done," explained Jesse. "Elluminate *Live!* doesn't waste time because it works. The technology is totally transparent and easy to use. It's an incredible tool for meeting and collaboration. I participate in a nationwide consortium of business school IT leaders. Once we started using Elluminate *Live!*, our meetings immediately became shorter and more productive, and we can just record sessions instead of taking notes. In fact, all the consortium members are looking at purchasing the product."

"This technology has been enthusiastically received by our National Institutes of Health-funded Fogarty International Training Program collaborators in seven countries," said Cook. "Collaborators in Croatia, Poland, Slovakia, and Romania are even planning to use the product to conduct their own seminars. Environmental problems, like water, heavy metals, and pesticides, are similar globally. The presentations we put together for our group of countries using Elluminate *Live!* are applicable throughout the world."

"We'll be introducing Elluminate *Live!* to the other 15 universities involved in the Fogarty International Training Program Network to help them provide training in occupational and environmental health issues and research worldwide," Cook concluded. "We'll also introduce Elluminate *Live!* to the World Health Organization via two task forces to help strengthen its global Collaborating Centers in Occupational Health network of 70 locations in 32 countries. We've also received funding from the National Institute for Occupational Safety and Health to use Elluminate *Live!* for a network of nine U.S. universities to conduct weekly seminars for the next two years."

**Elluminate, Inc.** 1000 West McNab Road, Pompano Beach, FL 33069  
954-781-7958 866-388-8674

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