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<th>Multimedia learning and teaching : the SingaporeONE way.</th>
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<td>Author(s)</td>
<td>Chong, Paul.</td>
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MULTIMEDIA LEARNING
AND
TEACHING
- The SingaporeONE Way -

Paul Chong
CEO, SingTel Multimedia
Singapore Telecom

Scope of Presentation

- Overview of SingaporeONE
- Demo of broadband capabilities
- Deploying a "Teaching/Learning Environment" on SingaporeONE
Broadband - What is, Why?

- "Consumer" high-speed data communications
  - More than 10 time faster than narrowband.
  - Doing "old things" faster
- More than doing old things faster ...
  - Media rich
  - Video/sound
  - Files services
  - Remote software
- New business models

Singapore ONE

- National initiative to deliver a new level of interactive, multimedia applications and services to homes, businesses and schools throughout Singapore via broadband.
- Give Singapore a headstart in the new-century knowledge-based economy. Develop services in Singapore and sell to the world.
- Affordable broadband platform

(One Network for Everyone)
**Broadband Capabilities Demo**

- Doing old things faster
  - the Fastest Internet access
- More than doing old things faster...
  - video streaming: archive & "live"
  - media-rich internet
  - CDROM on demand
  - desktop video conferencing
Broadband: New Business Models

- Service vs Product Orientation
- Online delivery
- Leverages on the Internet
- Recurrent vs One-time revenue-model
- Evolving technologies

The SingaporeONE Learning Environment

- Currency of online content
- Multimedia experience
- Leveraging on the Internet for supplementary content
- Internet technologies for online group interactions (eg. Chat, newsgroups, email list, video conferencing)
  - student-student
  - student-teacher
  - teacher-teacher-MOE
SingaporeONE Learning Environment
- The Business Opportunities

- CD publishers/distributors
- Curriculum designers
- Curriculum-based Internet search engines/directory
- "Supplementary" online schools and tuition

Deploying A Teaching/Learning Service:
An Invitation to Service Providers

- ADSL delivery platform
  - Magix
  - MONET: tollfree open DSL
- Video on-demand ("live" and archive) platform
- CDROM on-demand delivery platform
- Video conferencing platform
- Internet chat, email, and newsgroup platforms
- Internet directories & search engines
Invitation to a Partnership

- Our partnership philosophy
- Our contact:
  - Paul Chong
    paulchong@singtel.com
  - Jason Tan
    Director (Product Development)
    tccn@singnet.com.sg

Thank You
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Affordable broadband platform
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