

## British Council uses a Polycom video conference solution to foster education and cultural interchanges

### With simple adaptations the Polycom video system can be used for mobile applications

The British Council is an international official organization from the United Kingdom that fosters educational opportunities and cultural relations through a network of offices located in 110 countries and 220 cities. In Brazil it is present in Brasília, Rio de Janeiro, Recife, Curitiba and São Paulo.

Being in constant contact with various parts of the world, the British Council has perceived the need to communicate rapidly and efficiently. The solution found by the São Paulo office was a Polycom video conference unit.

Initially installed in a fixed environment, the Polycom video conferencing solution needed to be versatile in order to comply with the demand of the international institution, which needed to expand its video conferencing space, because the facilities at the third floor did not hold the necessary number of people anymore.

By structuring the video conference to a mobile model, the São Paulo branch made it possible to use the resources from any point within the organization's LAN, being able to transport it to other places within the building.

According to Samy Kogan, the technician responsible by the British Council project, the video conference using the new mobile system has allowed a larger physical capacity as regards the number of people in certain events, and also made the resource available to be used in the library and information center at the Brazilian-British Center. "We hope for a 30% increase in the number of events housed at our information center, and to attract at least 40% more visitors", says Samy.

The Polycom VS4000 is a superior modular video conference system, designed for applications that need a large integration of the video conference with external audio and video devices.

Pierre Rodriguez, Polycom marketing manager for CALA, points out as one of the advantages of the collaborative communications the versatility and high quality offered to the educational institutions and to the students. "Our applications provide a new dynamic to all education levels, for example, allowing a cultural interchange between institutions and teachers from other places, as well as a better integration between Universities and the corporate world", says Pierre.

The video conference equipment has been sold to the British Council by the certified channel Solutione, an IT company focused in the video conferencing and networking technologies.



#### PROBLEM

Foster education and promote cultural interchanges between Great Britain and Brazil.

#### SOLUTION

Polycom VS4000 video conference system in a mobile cart.

#### RESULTS

30% increase in the number of events housed at information center, and to attract at least 40% more visitors.

**"The video conference using the new Polycom video conferencing system has allowed an increased number of events and attracted more visitors"**

For more information, please send an email to [americalatina@polycom.com](mailto:americalatina@polycom.com)



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