

10 lectures. 4 meetings. 30 remote locations. 5 countries. 1 anytime—anywhere online solution.

Web conferencing has become a preferred technology for educational institutions and businesses to use when running meetings, delivering online courses and conducting corporate training — yielding efficiency, savings and interaction.

Optimizing Communications with Web Conferencing

Web conferencing is the 21st century's go-to technology that connects online communities with real-time face-to-face collaboration for online courses, corporate training sessions or business meetings — with just a standard Internet connection. By combining telephone conference-call capabilities with web access to video, documents, data and desktops, the landscape of how we conduct business and provide education globally has changed significantly. Web conferencing gives instructors, students, and business teams instant access to review multiple files and presentations at a class, session or meeting with the ability to immediately weigh in — enhancing the online experience for everyone.

It's Even Better than Being There

Web conferencing is smart business...for educational institutions and businesses alike. Full web conferencing capabilities include multi-party video, audio, session recording, whiteboard, desktop sharing and document editing—providing all that is necessary to run a successful online class, training session or meeting. Web conferencing provides a collaborative community where interaction can take place with the entire group — just as if everyone was at the same site in the same room.

The ability for real-time communication between teachers and students as well as among students through private chats and notes without disrupting the class makes teaching via web conferencing more rewarding than a face-to-face or solitary learning experience.

The Benefits of Connecting Through Web Conferencing

The ongoing need for instructors to be able to reach students at multiple locations or campuses and businesses to connect and communicate online with their partners and customers has increased the demand for web conferencing. It has become a preferred technology for educational institutions and businesses to use when running meetings, delivering online courses and conducting corporate training — yielding efficiency, savings and interaction. Web conferencing not only connects communities, it establishes an inclusive social media environment that provides individual and collective enrichment.

Web conferencing is a platform-independent easy-to-use online tool that:

- Increases productivity
- Enhances multi-site communications with real-time collaboration
- Brings efficiency to the organization
- Reduces the carbon footprint due to less need for travel

Web conferencing provides a constructive, interactive environment to:

- Deliver optimum online learning and training experiences
- Share knowledge, experience and ideas across the organization
- Present dynamic online content
- Build online collaborative communities



Web Conferencing for Online Learning

With web conferencing becoming an increasingly popular technology used in online learning and training, the result is a better and more efficient learning experience than the individual online learning environment and even the traditional classroom. The ability for real-time communication between teachers and students as well as among students through private chats and notes without disrupting the class makes teaching via web conferencing more rewarding than a face-to-face or solitary learning experience. Web conferencing enhances the online classroom experience by providing features like questions and answers by multiple students, using the whiteboard for document annotating – replacing the old method of calling the student up to the blackboard, and file sharing through web applications like Google Earth and videos – all easily viewed by every student and recorded so that all learning is captured through the whiteboard and the audio conversations. Web conferencing optimizes the online learning experience.

Integrating Web Conferencing with Learning Management Systems

To deliver the optimum online learning experience, Groopex, the leader in conferencing integration solutions, recognized that unified communications integration was needed between third-party web conferencing providers and learning management systems. Groopex

Integrated Conferencing (GIC) was developed to enhance the online learning experience by delivering a real-time collaboration between best-in-class learning management systems such as Moodle, and industry-leading web conferencing providers, Cisco WebEx™, Citrix® GoToMeeting® and GoToTraining®, and Microsoft® Office Live Meeting. GIC offers the capability of creating a complete live, online learning platform and provides high-quality synchronous online classes or training sessions, reducing the complexity of connecting the online classroom to the virtual conference room.

The Future of Web Conferencing

Web conferencing is not just a trend. It is a state-of-the-art enabling technology that continues to provide enhanced connectivity and communications – growing at a double-figure percentage rate per year. As the smartphone has become the leader in the mobile phone space, web conferencing has become the standard for connecting and communicating for online learning, corporate training and business meetings – providing economic, operational and environmental benefits. Web conferencing is here to stay.

Groopex is committed to continuing to develop web conferencing solutions, contributing to the new, growing world of conferencing communications. For more information about Groopex, visit <http://www.groopex.com>.



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