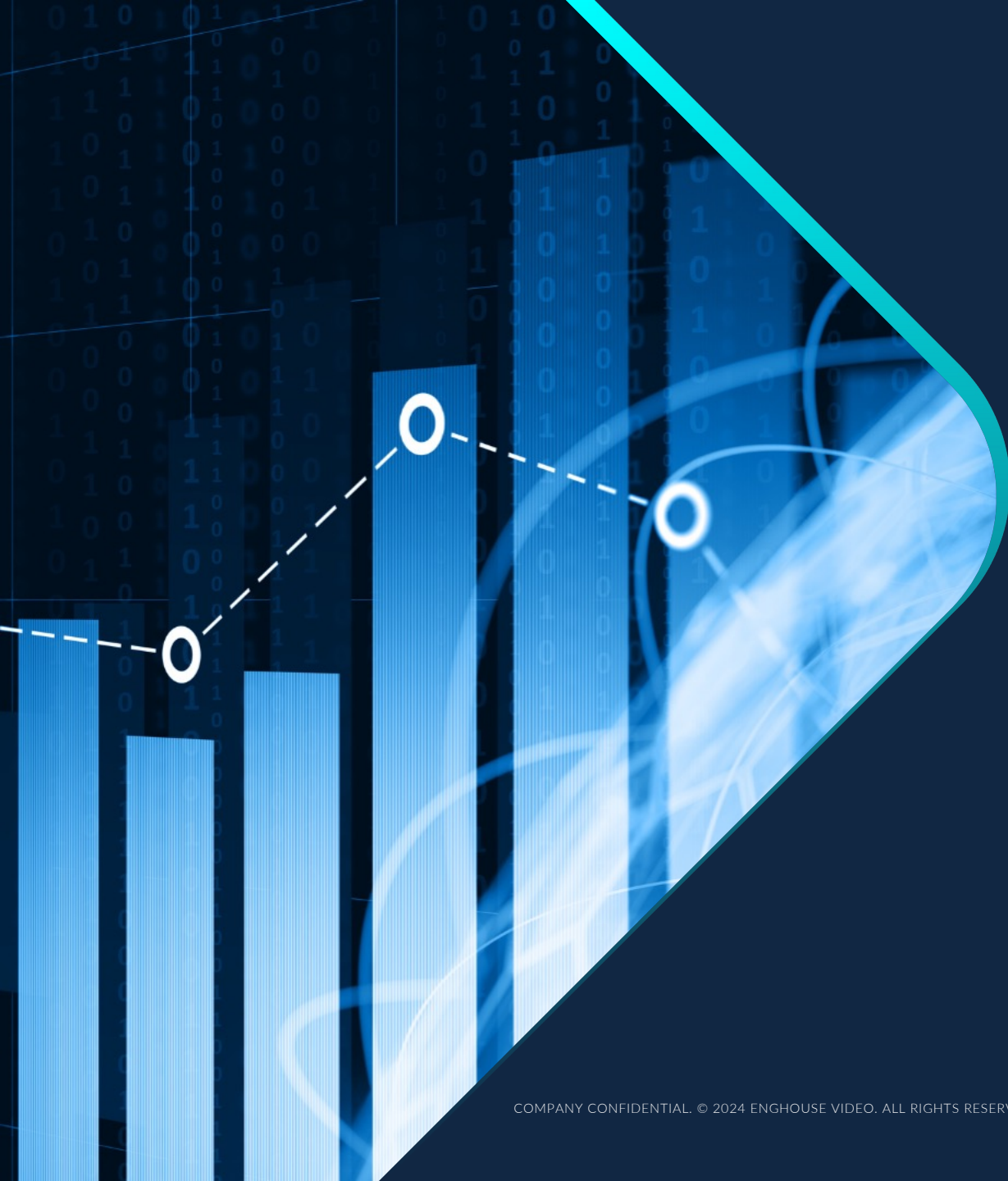


Media & Learning 2024: Back to the future?

 mediasite

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The Technical Trend

ATM (automated teller machine)

- **The fear = Automation removes jobs**
Many Bank Tellers saw this level of automation as a complete wipeout of the Bank Telling role.
- **The result = Better customer experience!**
Tellers shifted from manual repetitive tasks and shifted to more meaningful roles providing financial advice, opening accounts and selling services.



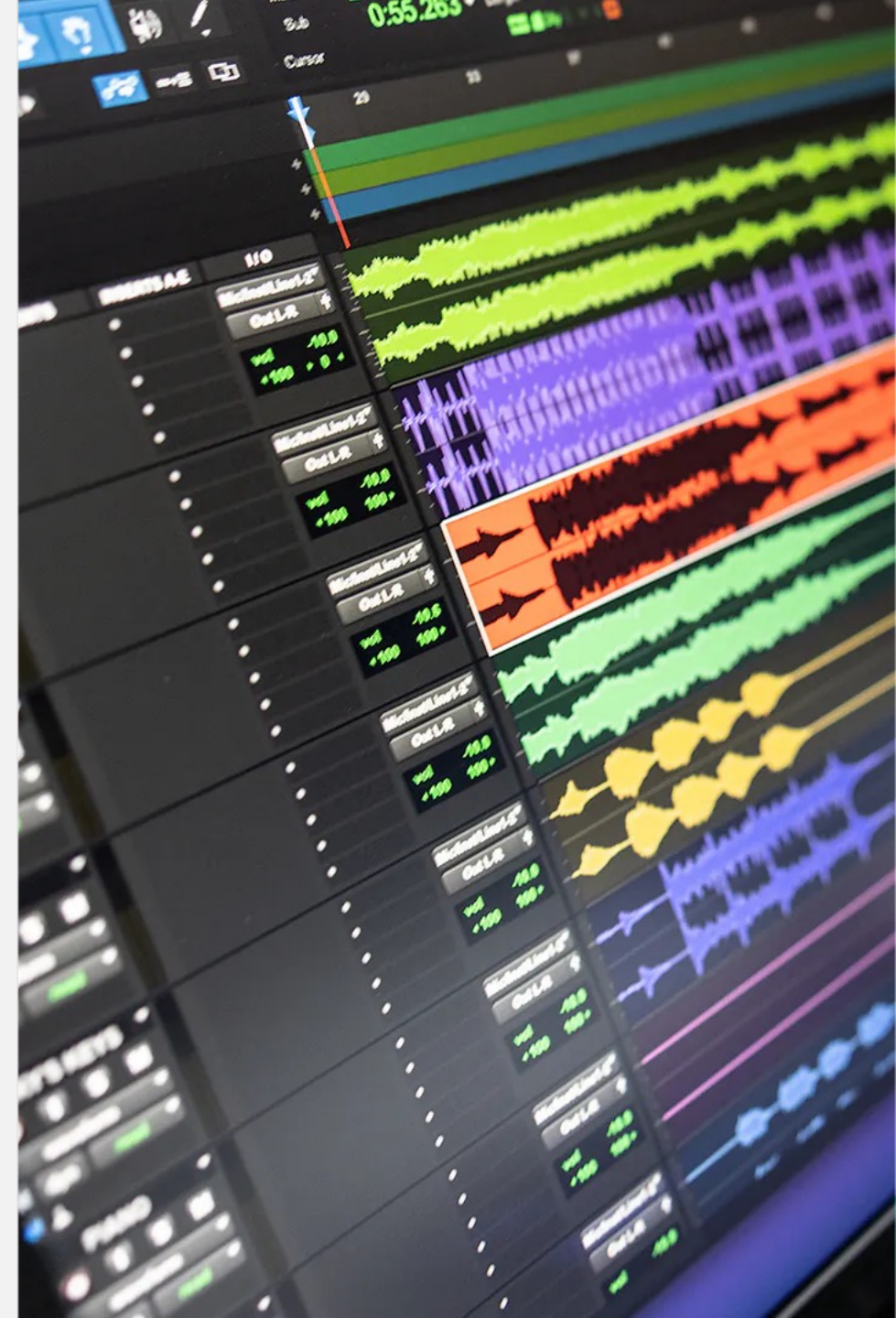
CAD Software (Computer-aided Design)

- **The fear = Displacement of draftsmen**
The advent of CAD software raised fears among draftsmen about the potential loss of their traditional roles to automation.
- **The result = More productivity and new careers**
Draftsmen transitioned to CAD tools, which allowed for intricate designs, simulations, and collaborative projects. This shift increased efficiency, improved safety, and created new job opportunities in design.



DAWs (Digital Audio Workstations)

- **The fear = Obsolescence of traditional skills**
The introduction of DAWs caused concern among engineers that their skills in using analog tape and mixing consoles would no longer be needed.
- **The result = Innovation and creativity**
Engineers embraced DAWs, which allowed for albums to be made faster, more creatively with less physical limitations and even allowed for those engineers to combine analogue and digital workflows.



Video Lecture Capture

- **The fear = Making the instructor obsolete**
The video, once recorded could mean that an instructor is no longer needed to teach that topic.

- **The result = A whole bunch of amazing stuff!**



Improved information retention



Engaging & Smart Contents



Student Collaborations



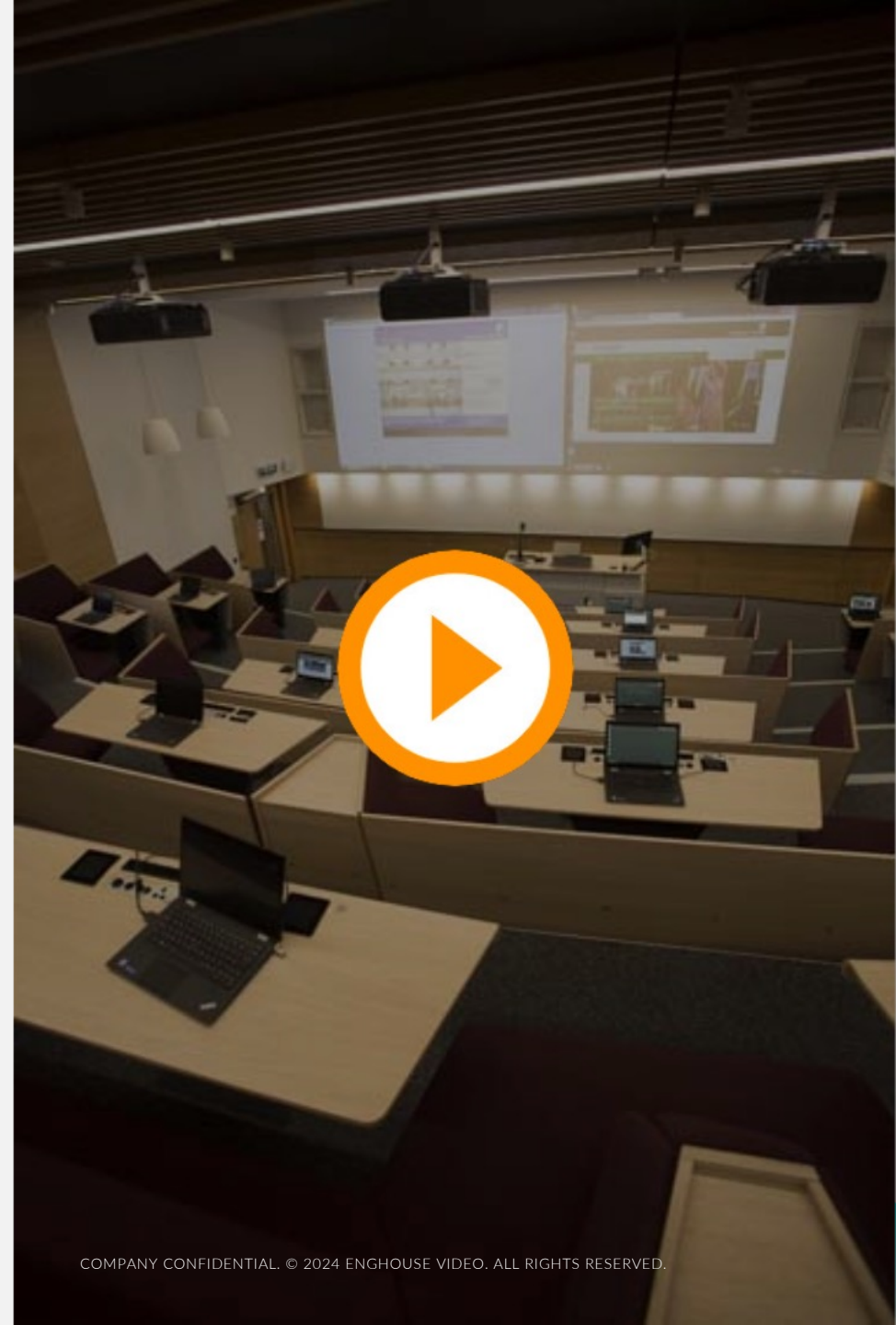
Accessibility for all students



International inclusivity



Our biggest champion





Is it the same trend?



Interactive Workshop



Our vision for the next phase of digital education

During Content Creation

- Real-Time Speech Analysis
- Non-verbal Feedback
- Script prompting
- Content Relevance Assessment
- AI Video Template Creator

After Content Creation

- Content Summarisation
- AI quiz creation
- Adaptive learning paths
- Transcriptions
- Translations
- Automated Editing
- Video Upscaling/Enhancing

Management & Administration

- Smart content archiving
- Analysis of viewing patterns
- Content Fingerprinting
- Automating Compliance

Current Challenges in Digital Education



Converting Features to Outcomes



Converting Features to Outcomes

Participation

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Participation



Content Relevance Assessment

Ensures that the content you chose to speak about during the capture process is captured, but also ensures that topics are up-to-date and aligned with the current education standards.



AI Quiz Creation

Quickly convert any 'Flat' content into a training tool. Students of different learning methods have proven to have higher levels of information retention when interacting with a Video Quiz as opposed to a standard video.



Adaptive Learning Paths

Introducing interactive elements into video content, such as Engagement Buttons and Hotspots can allow you to create 'Choose your own Adventure' learning paths that can transform 'Flat' content into hours of training.



Translations

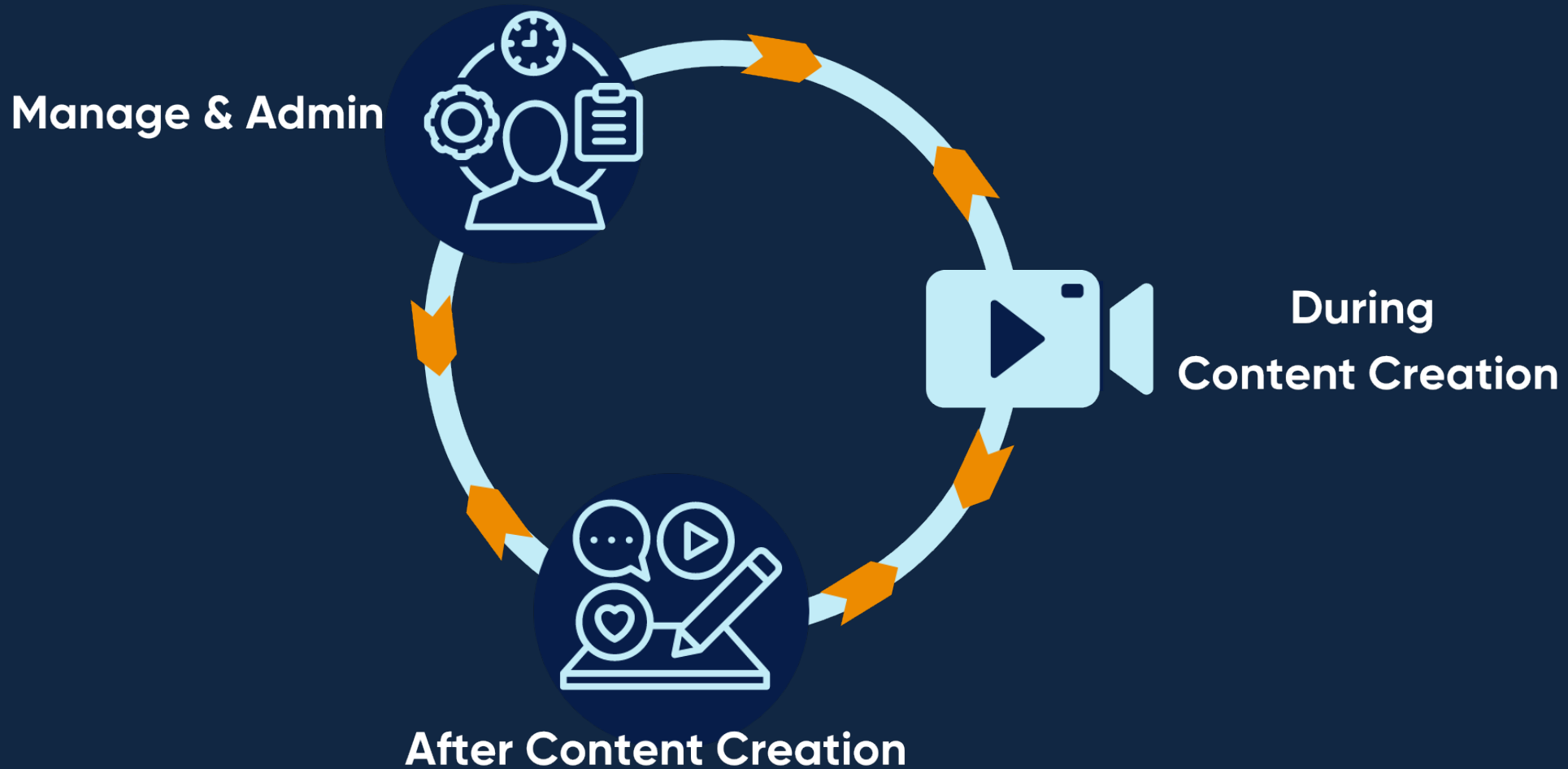
Why limit the participation of content to a specific language model when the same content created and modified with the above can be translated into many different university enrolled languages.



Analysis of viewing patterns

Helps you not only identify which content is most effective and engaging but allows you to make mission-critical decisions about the direction of course topics.

The outcomes are not linear



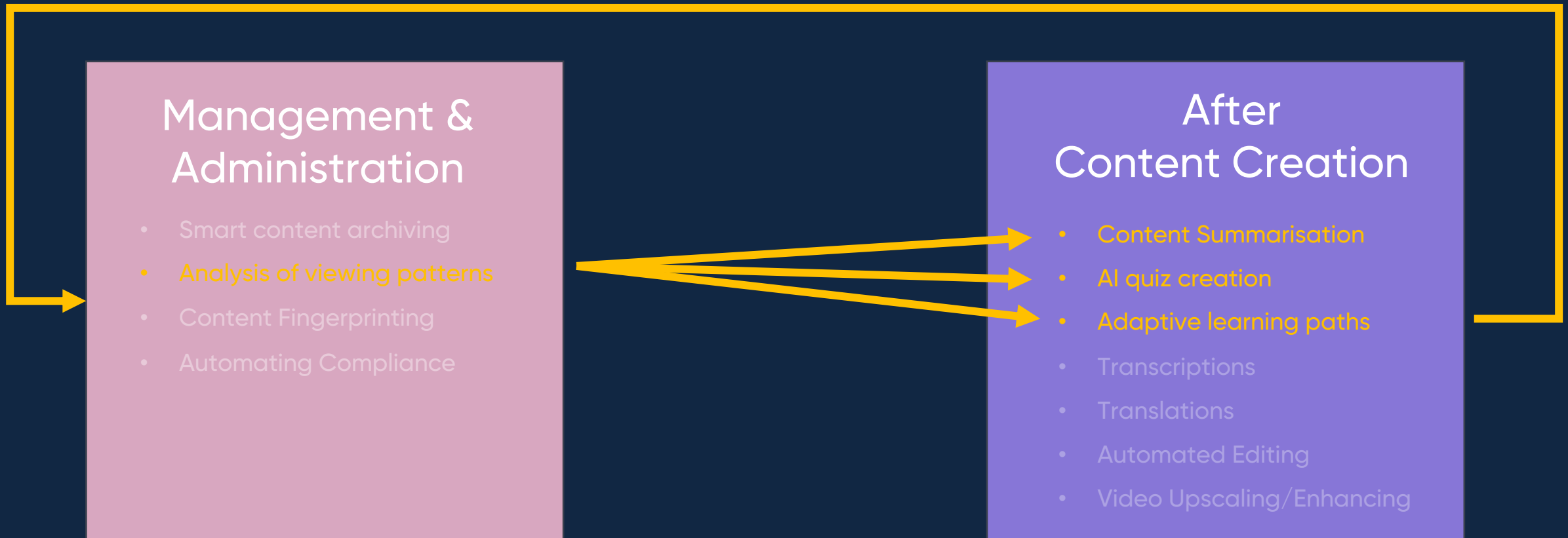
Challenge = 'Drop Out' risk students



Converting Features to Outcomes



Learning through Analytics to adapt content on a personal level





This is our vision...



**Enghouse
Video**

Thank You