



WHITEPAPER

The Evolution of Knowledge Transfer in Higher Education

Video is central to knowledge transfer in today's higher education, supporting hybrid and asynchronous learning, and enhanced understanding of core concepts. Solutions that are easy-to-use and adaptable from a broad range of use cases are essential. Discover scalable systems for content creation that cater to both personal and large-scale setups, meeting the needs of educators and learners.

Higher education is at a precipice of significant change when it comes to the way knowledge is transferred from educators to learners. This is driven by the following key trends.

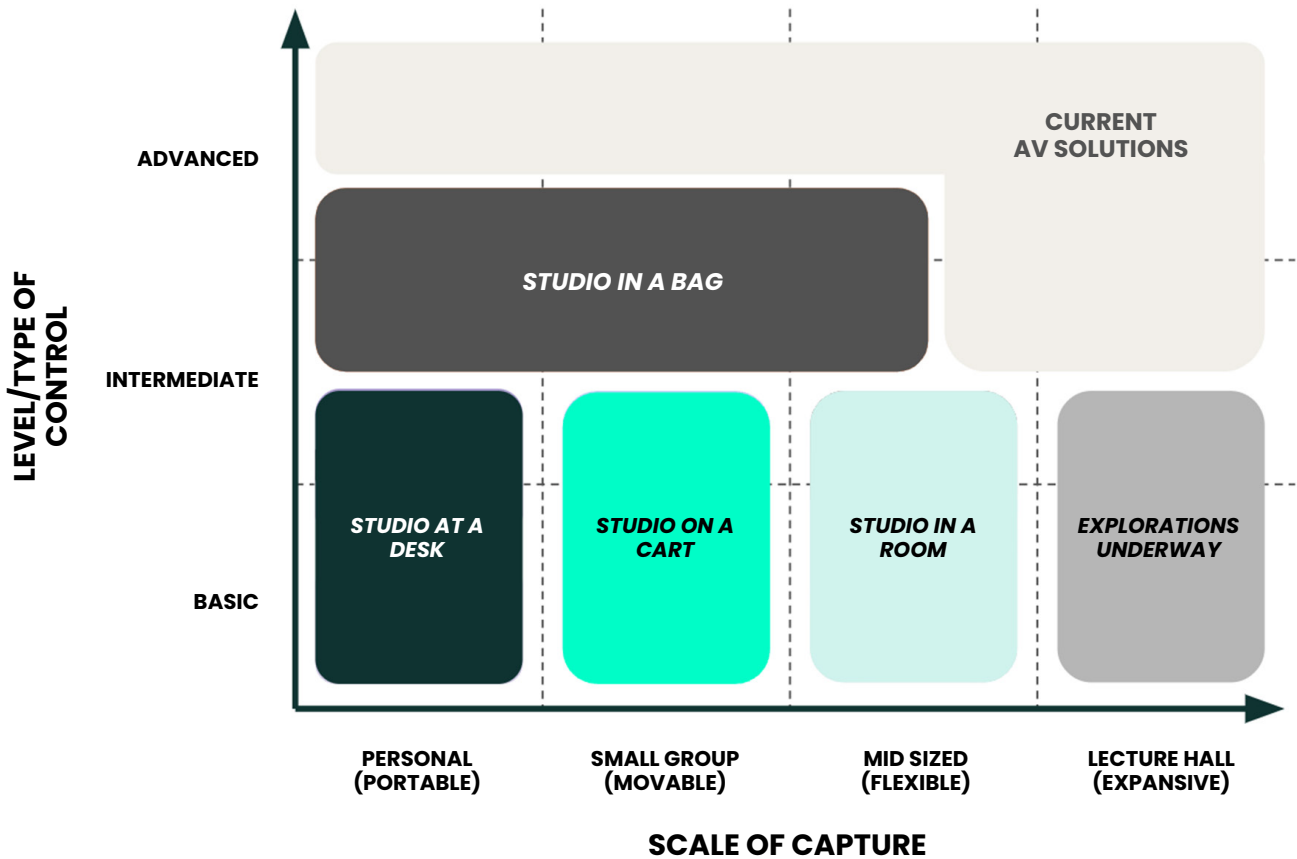
- Learners today and going forward live fluid lives between digital and physical spaces to cater to their cerebral & social needs. They are expecting their educational Institutions to be similar; educate them wherever they are - in their dorms, on the train or in the lecture halls.
- The value for synchronous learning is shifting away from pure instruction towards more discussion and project based learning which is also more aligned with the skills and jobs that these learners will be taking on after higher education. However a lot of the instructional material still needs to be conveyed and taken in by the learners asynchronously.
- Ubiquitous video capture of lessons also means that learners can worry less about taking notes for the purpose of record keeping and can focus on understanding and synthesis, knowing that the lesson recording is available for them if they missed anything.
- As educators create this content they want the speed and ability to focus on their teaching and not the AV equipment.
- IT teams managing these spaces want these spaces to be adaptable, grow with their needs and have standardization for easy management and upgrades of the AV equipment within the space.

These trends combined with the need by IT professionals are pushing for a new framing for what video enabled knowledge transfer can look like.



The Model of Video-Enabled Knowledge Transfer

The model is built around the idea of allowing higher education institutions' leaders think of knowledge transfer as a video production and the different solution frames as studio types. Then to encapsulate the solution frames, the model has two key axes: The level of control needed in the production and the scale of capture.



The level of control axis is about encapsulating the complexity of what needs to be captured and shared and the person(s) needed to manage the production - whether this can be the presenter themselves (basic) or there is the need for an AV crew. (advanced)

The scale of capture is the other axis that ranges from a personal level at a desk all the way up to a large lecture hall.

Solutions for Video-Enabled Knowledge Transfer

It's important when thinking about the solution types to consider the current approach of existing AV providers. They often started within the world of large-custom lecture halls with bespoke controls and studio rooms operated by AV teams, which make a lot of sense at that scale. These AV solutions scale down in size but often at the advanced level of complexity that is neither needed nor scalable when we talk about ubiquity of video enablement needed for the future.

This is contrasted with how we at Logitech view the solutions needed to address the diverse needs of educators and learners, allowing for flexibility and expansiveness in video-enabled knowledge sharing. Let's delve into the various solution sets and their applications within the context of education.



Studio at a Desk

LEVEL BASIC TO INTERMEDIATE **SCALE** PERSONAL

For lecture content creation at a personal scale, the "studio at a desk" is a useful framing for the solutions. This scales in the level of control with a webcam such as the Brio 505, at the simplest or basic level of complexity, perfect for lecturers to create "Talking head" style content suitable for a wide range of use cases. Beyond this desktop content cameras such as the Logitech Reach provide the next level of control and engagement in storytelling and the freedom to show analog presentation materials like documents and three dimensional objects at their desk.



Studio on a Cart

LEVEL BASIC **SCALE** SMALL GROUP (MOVABLE)

Moving on to group settings, there are two solution frames to consider. The first of these is "Studio on a cart" which is great for those spaces that are not permanently equipped with AV equipment for content capture but may need to be deployed in short order. In our Logitech portfolio this can be serviced by the Rally Bar series, including the Rally Bar, Rally Bar Mini, and Rally Bar Huddle, connected and controlled via a logitech Tap on a cart with a display. This acts as the perfect all in one setup to create content and engaging hybrid classes in varying sizes of spaces that can be reconfigured with ease. These devices offer features such as speaker tracking, framing groups, and individual gallery images. This setup can also be repurposed for student collaboration and group discussions when not in use for lecture capture making it a versatile investment.



Studio in a room

LEVEL BASIC **SCALE** MID SIZED (FIXED)

The second solution frame for group settings is for spaces that are planned to be permanently equipped with AV equipment. These might be spaces that are dual-duty as small lecture rooms but also potentially as large meeting rooms. In these scenarios preinstalled setups can leverage Logitech's room solutions which include the rally bar line up from before, but also can be extended with additional peripherals such as mic pods for extended voice pickup, alternative cameras for dynamic angles like the rally, or logitech scribe the camera for whiteboard sharing. All of this with the view to enhance the collaborative learning experience.



Studio in a bag

LEVEL INTERMEDIATE **SCALE** PERSONAL TO MID SIZED

An alternative framing that is useful for more produced content is the idea of "studio in a bag". This can scale from personal capture all through to room scale content. Currently, the established paradigm for this is more like studio in 4 boxes with a team of people to manage moving it into the advanced control category. However we at logitech want to propose a simpler solution enabled by our Mevo camera system. This offers the scalability of no hardware, using mobile phones (with Mevo go) or your existing NDI cameras as feeds with the Mevo pro software subscription & multicam app on a device like the apple ipad to produce the experience. However this can be amplified by our amazing hardware in the form of the Mevo Start* and Mevo Core cameras* that act as the ideal physical companion to create an end to end multi-camera wireless production experience. This solution is also great for mobile classes, dance demonstrations, and other on-the-go learning scenarios.

*hardware availability varies by region



Integration of Solutions for Transformative Learning

It is important to note that these different framing solutions or “Studios” can live independently of each other but more interestingly can be layered together to create solutions that meet the specific needs of the institution at hand. For example, in a lecture room, one may combine the logitech reach from the “studio at a desk” to share content at the demonstration table while also utilizing the rally cameras from to provide the viewpoint of the lecturer in a room from the “studio in a room” and also utilize the studio on a cart to bring the students in the class to the remote participants.

The evolution of video-enabled knowledge sharing in education has opened up new possibilities

for educators to transform their teaching and communication methods. By aligning these solution sets with specific use cases in education, Logitech aims to transform the way educators connect with students and disseminate knowledge. The seamless integration of video-enabled knowledge transfer solutions empowers faculty and students to engage in dynamic and immersive learning experiences.

This can also be coupled with software features enabled by our partners that allow for live video streaming, video analysis with transcription, translation and AI summarization can really supercharge the learning experience.

Questions?

Contact your Logitech Sales rep today. Education@logitech.com