

### Middle Eastern University Utilizes LifeSize HD Video Collaboration to Bridge the Gap Across Gender-Segregated Campuses

Abu Dhabi University chose LifeSize for its outstanding quality and competitive price to bring professors to more classrooms across its two campuses

#### Organization

##### Abu Dhabi University, Abu Dhabi, United Arab Emirates

Founded by distinguished citizens of the United Arab Emirates, Abu Dhabi University (ADU) opened its doors in 2003 to over 1,000 students across two campuses in Abu Dhabi and Al Ain. Today, the university educates over 4,000 students from all over the world, representing over 35 different nationalities. Recognized as one of the leading universities in the region, ADU is committed to integrity, innovation and the highest regard for the Arab culture.



#### Challenge

In many Arab countries, it is customary for men and women to be separated in an educational setting. This is a very sacred religious tradition and one that the university greatly respects. However, carrying out this tradition was difficult for faculty members who were required to give a lecture four times: twice for the men and women of the Abu Dhabi campus and twice more for the men and women at the Al Ain campus. The university was desperate to find a way for the faculty members to literally “be in four places at once”.

ADU’s IT and Faculty Development departments teamed up to research video conferencing technology. Initially, they chose a well-known vendor for its solutions. Unfortunately, the image quality of the system was not acceptable. The pictures were choppy and it was impossible to have a meaningful conversation. In fact, the video systems were so underutilized it was as if the university never purchased them in the first place. ADU was back at square one and began another quest to find the right video conferencing provider.



#### CHALLENGE

ADU is a gender-segregated university with two campuses, over an hour apart from one another. The university needed a way to bring men and women together for classes, while still respecting Arab traditions.



#### SOLUTION

After being impressed with the superior image quality, ADU’s IT department purchased a number of LifeSize endpoints including LifeSize® Express 220™, LifeSize® Team 220™ and LifeSize® Control™ for secure, real-time management.



#### RESULTS

Faculty members are now using LifeSize HD video conferencing in almost every discipline. The university is looking to expand the technology to its administrative functions and further eliminate the need for travel.



## Solution

Sheer luck brought Abu Dhabi University and LifeSize together. As the teams began searching for a new video conferencing vendor, they found LifeSize would be hosting a demonstration event in Dubai the following week.

“LifeSize really impressed us with the very first demonstration,” said Shabeer Mangattuparambil, ADU’s acting IT head and system administrator. “We hadn’t heard of LifeSize before the event, but we knew immediately that its technology was the solution to our problems. It worked superbly well.”

The decision makers invited LifeSize to bring its systems to the campus to conduct an on-site demonstration. Again, the sharp picture quality and seamless experience impressed them once again, especially when comparing the technology to their old systems. LifeSize’s competitive price also helped seal the deal for ADU.

“LifeSize products were priced significantly lower than competitors’ but the technology was cutting edge,” he said. “Even if LifeSize was twice its price, we still would have chosen it for our university.”

When considering the superior quality, user-friendly interface and unmatched price of LifeSize versus its competitors, ADU’s decision was an easy one.



## Results

LifeSize technology has allowed Abu Dhabi University to bridge the gap between the men and women of the school, as well as its two campuses. LifeSize HD video conferencing is now being used in almost every discipline, including physics, engineering, business and English. In fact, professors who teach computer classes especially love “data sharing”, as they can share their desktops with the students, who can see exactly what the professor is demonstrating on his computer.

Abu Dhabi University is now looking to expand video conferencing technology to its administrative processes. Currently, administrative staff members have to travel an hour and a half to the other campus for meetings and training sessions. ADU’s leaders believe that video conferencing will eliminate this need and make the process more efficient.

“After the very first demonstration, we loved LifeSize technology,” concluded Mangattuparambil. “It has changed the way we provide educational experiences to our students, men and women alike, and brought both of our campuses together in a strong, cohesive way. We only wish we had found LifeSize sooner.”



**“[LifeSize technology] has changed the way we provide educational experiences to our students, men and women alike, and brought both of our campuses together in a strong, cohesive way.”**



**With the help of LifeSize HD video technology, ADU’s professors can now be in “four places at once”.**



**LifeSize®**  
A division of Logitech

**LifeSize Communications:**  
1601 S. Mopac Expressway  
Suite 100  
Austin, Texas 78746 USA

Phone: +1 512 347 9300  
Fax: +1 512 347 9301  
Email: [info@lifesize.com](mailto:info@lifesize.com)  
[www.lifesize.com](http://www.lifesize.com)

**EMEA:**  
LifeSize Europe  
LifeSize Communications, Ltd.  
Phone: 00 8000 999 09 799

**APAC:**  
LifeSize Asia Pacific  
Phone: +65 6303 8370