Challenge
After suffering through a series of legacy recording solutions, the IT team at GW was looking for a new technology to live stream and record art therapy and school counseling sessions for students and professors.

Solution
Following a thorough review of a number of solutions, the college selected LifeSize® UVC Video Center™ for its ease of use (for end users and IT administrators alike), as well as its advanced features and functionality. The IT team also purchased a number of LifeSize® Express 220™ endpoints to outfit the counseling center.

Results
Students in the Art Therapy and School Counseling programs are now utilizing LifeSize technology to stream and record their sessions with clients. Students are excited to use the system, and the college appreciates its scalability and integration with enterprise tools and systems. The Office of Technology Services is now looking to outfit all of its clinics on multiple campuses with LifeSize technology.
In both post-undergraduate fields, students are required to perform a series of counseling and therapy sessions with patient stand-ins, as well as actual clients in need of care. In order to supervise these sessions and provide critiques afterwards, professors first relied on VHS tapes recorded with cameras on tripods. Once that technology lifecycle ended, the instructors then utilized DVDs for the recorded sessions. However, modern technology soon outpaced that equipment, and the college needed a new solution to record, stream and archive these meetings in a simpler way.

Initially in 2008, the IT team for the college invested in an Apple's QuickTime streaming server to accomplish this task, but were using other third-party technology for the recording and archiving of the footage. Eventually, Apple discontinued their hardware platform and the IT team was, yet again, back at the drawing board.

We think LifeSize has hit the nail on the head with UVC Video Center.

- Sean Connolly, Director of Information Technology, Columbian College of Arts and Sciences, The George Washington University
When video conferencing was first introduced to the market, it was sold for a single purpose: to make face-to-face video calls. For this reason, the Office of Technology Services did not consider video technology for their recording, streaming and auto-publishing needs. It was not until their A/V integrator, Acuity Audiovisual, led them to discover a product called LifeSize UVC Video Center.

“Once we realized we could no longer use the Apple streaming server, we had to expand our focus to other kinds of technology and products, including video conferencing solutions,” said Randy Shore, Information Systems Analyst for Columbian College of Arts and Sciences at GW. “In the end, the decision was down to LifeSize UVC Video Center and Echo 360, but only LifeSize Video Center had all of the requirements we were looking for: integration with a Crestron control system, individual recording keys associated with Active Directory users and groups, ease of use, and most importantly, the ability to live stream and view a recorded session immediately.”

The Office of Technology Services purchased a full suite of endpoints and infrastructure to outfit their counseling center, including LifeSize Express 220 codecs, a series of Crestron touch panels and UVC Video Center, the virtualized one-button streaming, recording and auto-publishing solution from LifeSize.
Results

With LifeSize UVC Video Center, School Counseling and Art Therapy students are now able to conduct their therapy and counseling sessions in the clinic, and have it recorded and live-streamed for professors and supervisors. Additionally, accreditation boards in the field of counseling have recently started requiring digital video recordings of therapy demonstrations, which the college can now provide to their students with ease.

“As soon as people open the door to our control room, their first reaction is, ‘Wow,’ said Sean Connolly, Director of Information Technology for Columbian College of Arts and Sciences at GW. “Even though the students have recently had to migrate from the legacy technology, they have learned to use the new system quickly, and they absolutely love it. At first glance, it may look complex but we like to say, ‘If you can use YouTube, you can use LifeSize UVC Video Center.’”

The Office of Technology Services within the college is pleased with how easy the system is to manage from an IT perspective, as well.

“Because the technology runs on a virtual server, we are able to tie it into our enterprise systems that we are already using, like VMWare and Microsoft Active Directory,” said Shore. “The unified interface makes managing the system much easier on the back end, and we appreciate that there’s no proprietary video formats. The most common issue we’ve had since implementing LifeSize is students forgetting their passwords, so I’d say that’s pretty darn good.”

“At GW, we are always looking for strategic ways to add value to our educational programs, and we think LifeSize has hit the nail on the head with LifeSize UVC Video Center,” said Connolly.

“We don’t want our students to have to worry about the technology; it should be an enabler, not a hindrance. With Video Center, the students are excited to use it and most importantly, they can focus their attention on what matters most – learning how to become the best counselors and therapists they can be.”

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