

# E-CLIC student exchange on CeBIT

Case study / Student exchange

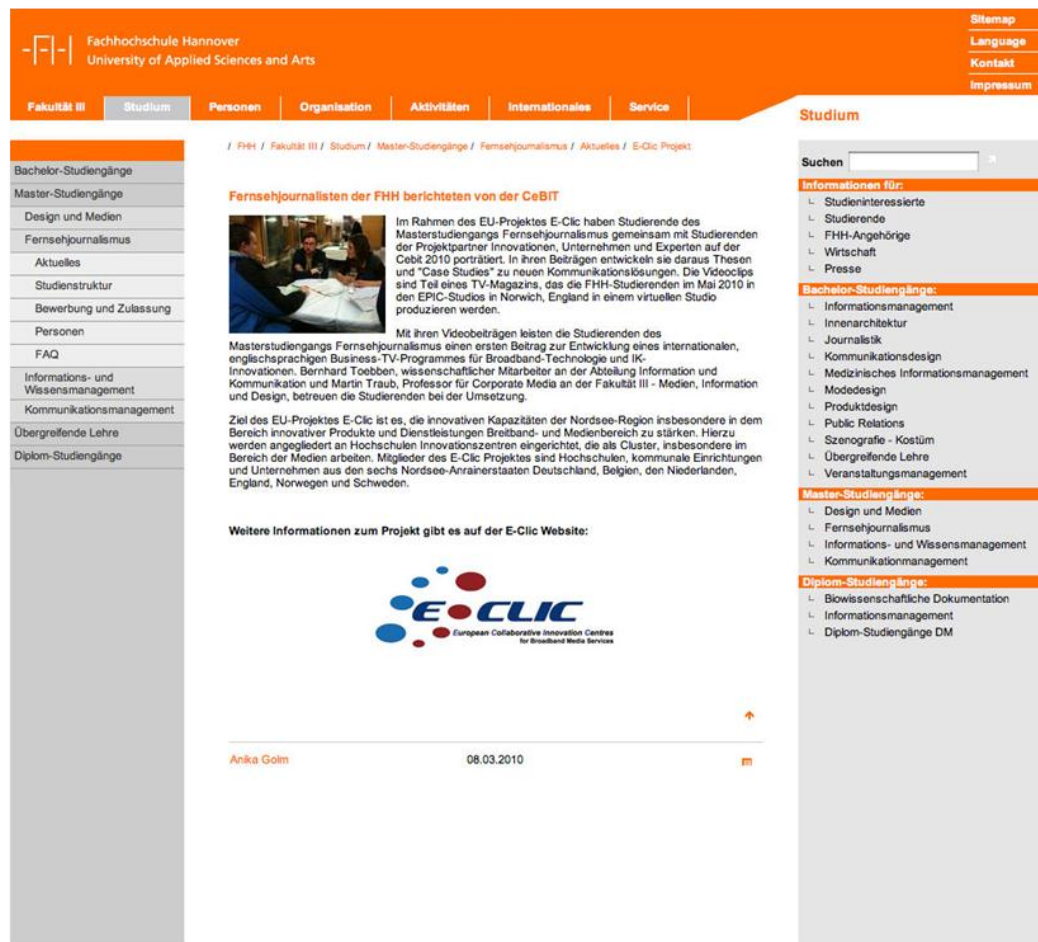


## Summary

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## 1 Executive Summary

“E-CLIC student exchange on CeBIT” was a transnational meeting of students from the E-CLIC countries in the environment CeBIT 2010 in Hannover. CeBIT is the world’s largest and most important expo for computer and information technology.



The screenshot shows the website of Fachhochschule Hannover (University of Applied Sciences and Arts). The main content area features a news article titled "Fernsehjournalisten der FHH berichteten von der CeBIT". The article text reads: "Im Rahmen des EU-Projektes E-Clc haben Studierende des Masterstudiengangs Fernsehjournalismus gemeinsam mit Studierenden der Projektpartner Innovationen, Unternehmen und Experten auf der CeBIT 2010 porträtiert. In ihren Beiträgen entwickelten sie daraus Thesen und 'Case Studies' zu neuen Kommunikationslösungen. Die Videoclips sind Teil eines TV-Magazins, das die FHH-Studierenden im Mai 2010 in den EPIC-Studios in Norwich, England in einem virtuellen Studio produzieren werden." It further states that the students' video contributions are part of an international, English-speaking Business-TV program for Broadband Technology and IK-Innovations, led by Professor Bernhard Toebben. The article also mentions the goal of the E-Clc project to strengthen the North Sea Region through innovative products and services in the broadband and media sectors.

## 2 Alternatives

The basic idea of E-CLIC Hannover was the development of an innovative international business TV program, based on broadband technologies. The videos of the student groups should be part of a prototype for this new broadcasting format. For supporting the transnational cooperation, E-CLIC Hannover setup a social network for the virtual exchange (see: “E-CLIC TV platform: Social network for communication and video distribution”).

The students of different partner countries were supported by ten students of the master degree program “TV journalism” of the University of Applied Science and Arts Hannover.

The meeting should be the prelude to collect video footage and carry out a report and an editorial workshop at CeBIT.

### 3 Conclusion

The team of E-CLIC Hanover has built up a mobile video studio at the fair with LED green screen technology. In addition, mobile video technology for the production at the CeBIT and in the studio was made available. The care was provided by the TV master students.



The coordination of the event was taken over by the E-CLIC team from Groningen. The focus of the dutch partner was different: Outcome of this event of three days were four film clips and concepts about the development of media services and devices in the future.



### 4 Implementation

As a continuation of the basic concept, and the projects at CeBIT 2010, a studio production was planned in the EPIC studios, Norwich. During the student exchange to Norwich, a prototype for an E-CLIC WebTV should be realized. Innovations and case studies of the E-CLIC community should be made available to potential interested parties via WebTV. The student exchange to Norwich was prepared in detail, but the excursion could not be carried out: A BBC production in the EPIC studios had the equipment in use. Another date could not be realized because of the academic schedule of the students.