

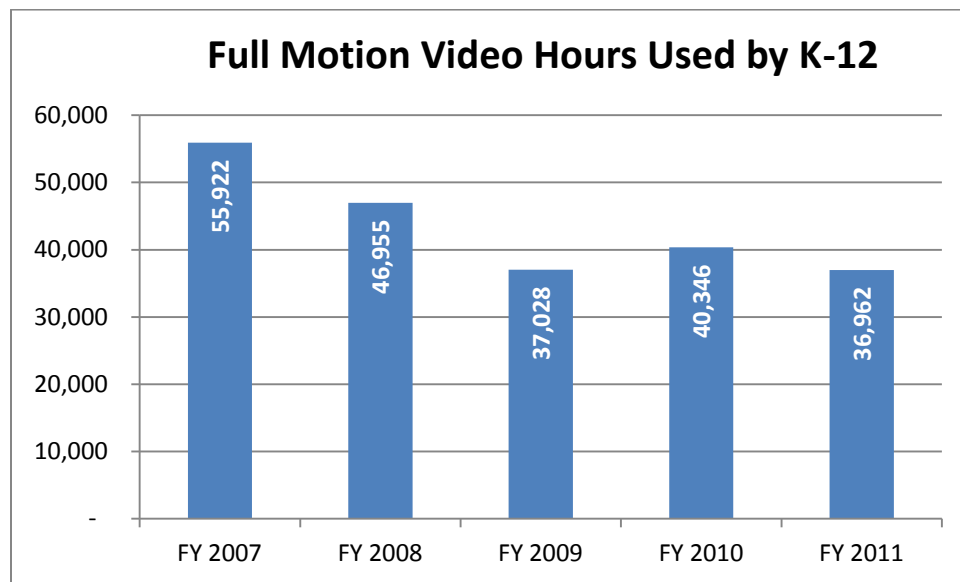


ICN Full Motion Video and Internet Services Usage History Providing Distance Learning Transport Options

Why this is Important

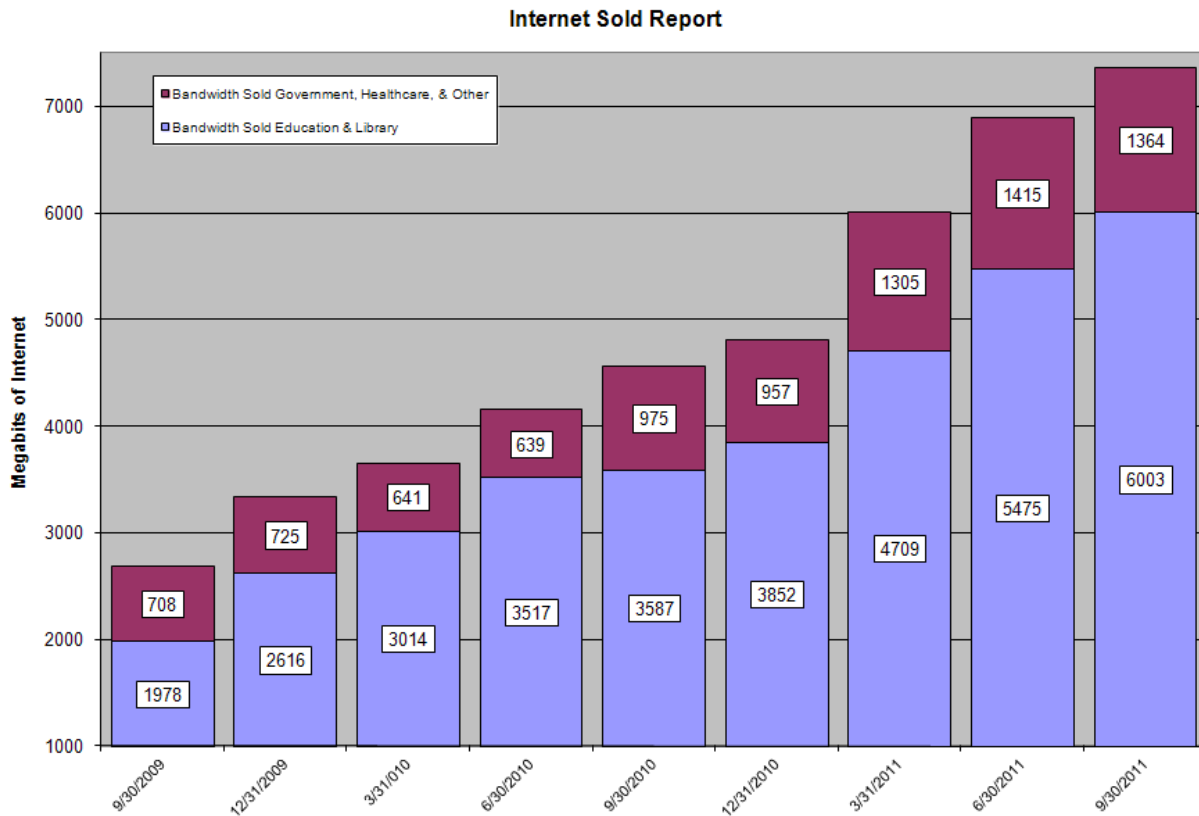
A core function of the Iowa Communications Network (ICN) is to provide educational access to all Iowans in a cost-effective way. Part of the function includes a goal of bringing equal educational opportunities to K-12 students located in rural and underserved areas. More and more educational opportunities are now available utilizing various video options utilizing the Internet. Although the trend shows full-motion video services usage gradually dropping, the Internet Services purchased by Education and others is growing exponentially.

Full Motion Video Usage



During Fiscal Year 2011:

- The top four users included: Community Colleges: 58,041 hours; Other Higher-Education: 38,962 hours; K-12 Education: 36,652 hours; All Training: 5,216 hours.
- During the 2010-2011 school year, Iowa Public Television's K-12 Connections (www.k12connections.iptv.org) generated over 4,385 video conferencing hours.
- Rounding out the top five K-12 educational usage sites on the Network during the 2010-2011 school year were: Fort Dodge-AEA (Area Education Agency), 978.0 hours; Sioux City-AEA, 886.4 hours; Sidney-HS, 846.9 hours; South Page (College Springs) HS, 799.1 hours; Marcus-Meriden-Cleghorn-HS, 733.8 hours.

Internet Services Sold

The amount of ICN Internet services sold to Education and Library facilities has increased dramatically over the past several years. New technologies enable efficient use of the Network's capacity.

ICN's Ethernet Network is technologically neutral – and can transport a number of applications in a cost and capacity efficient manner.

- Current broadcast quality video
- Voice
- Data
- IP Video as well as Skype and other peer-to-peer networks
- Transition service to permit the current video service and IP (Internet Protocol) video services to be used during the same video conference sessions (s).

Integrating Video to an IP Platform

ICN is working to incorporate an Internet Protocol (IP) video service, which is based on current industry standards for video conferencing. The maturity of this standard provides robust features, high video quality, and extensive support. For ICN's authorized users, the IP video conferencing service extends the equipment of ICN's full motion distance learning video application.

Benefits to ICN's IP video conferencing platform:

- No dedicated ICN room required
 - Streamlined multi-purpose rooms
 - Open microphone layouts (push-to-talk microphones not required)
 - Flexible cart systems available
- Ability to reach new users
 - Customers can expand their interactive meetings and educational offerings beyond the walls of the boardroom and the classroom
 - Anytime, anywhere learning (mobile device, desktop, etc.)
- Cost savings (more efficient & economical)
 - Increases productivity
 - Provides multiple low-cost options
 - Allows for more features at greater savings
 - Requires less bandwidth than full motion video
 - Lower costs for equipment



In October 2010, Belle Plaine High School was the first early adopter, using a Polycom endpoint cart system, to connect to ICN's IP video conferencing platform.