

## Sony helps Al-Quds University with their communication needs



### Background

Al-Quds University, Jerusalem was founded in 1984 and has 12 faculties including medicine, arts, science, health sciences and law. It serves a student population of approximately 8000 and has more than 800 faculty and staff. The Faculty of Medicine at Al-Quds University has a clear stated aim 'to offer future physicians a superior and supportive environment for learning the art and the science of medicine'.

### Customer Challenge / Business Needs

Despite the University's clear objective the barriers that exist on being able to deliver are considerable in today's Palestine. The attendance of teaching staff and students at the university campus is continually disrupted due the check points, detention and curfews. The ability to meet and communicate locally is difficult enough, however the means to collaborate with other geographically dispersed universities and hospitals, essential to the learning process, is considerably more so.

'Despite the difficult regional circumstances the medical faculty must still deliver an educational program without compromising standards. To accomplish this objective we have to be receptive and deploy new technologies that improve interaction between our students and supporting teaching institutions. Video conferencing seemed to be a clear and obvious choice to help us move forward,' said Dr.Badie Sartawi.

### The Sony solution

Sony's local business partner, Star 2000, assessed Al-Quds University's requirements. These first had to be put into context of the current communications infrastructure available in Palestine, and importantly the imposed restrictions under which organizations have to operate.

'Understanding our difficult circumstances is a prerequisite to successfully implementing any new communications technology in Palestine. It was a major attribute of Sony's PCS-G70NP video conference system that it is highly configurable and easy to use that enabled us to accommodate the specific requirements of Al-Quds University,' said Mr.Firas of Star 2000.

Product:

- Sony PCS-G70NP Videoconferencing system



## The Implementation

‘Sony has a wide range of multi-point video conference equipment with varying feature sets that allows customers like Al-Quds University, to select the correct product for each remote location. This ensures the costs of implementing a video conference solution remain very affordable,’ explained Mr.Sunil Krishnani, Sales Manager Sony Professional Solutions M.E. ‘Picture and sound quality are prerequisites that customers of video conference systems expect today. They want to see as good a picture as they see on typical television broadcast. Sony’s video conference systems achieve this by employing a high quality video codec and high speed network support.’

‘Sony Professional Solutions ME and its local business partner Star 2000 were pleased to be involved with this project. To have implemented a collaborative solution in such a difficult communications climate and supported such an important institution as the Faculty of Medicine at Al-Quds University is incredibly rewarding. We are certainly looking forward to any future opportunities to collaborate with the University.’

## Customer Benefits

Using either ISDN or IP, Sony’s PCS-G70NP video conference central unit located at the Faculty of Medicine Al-Quds University in Jerusalem links using either ISDN or IP to 5 remote sites throughout Palestine, Al-Najah University Nablus, Ramallah Hospital, Al-Ahli Hospital Hebron, European Hospital Khanyounis and Al-Azhar University Gaza. The students and teaching staff at the faculty can now collaborate with any or all of these institutions simultaneously. Students can ‘virtually’ attend lectures from other universities without traveling outside the Al-Quds campus, and also be ‘present’ for medical/surgical treatments on patients in various hospitals around the country.

## Sony – The Market Leader

The task of selecting a suitable system from a wide range of video conference solutions fell to Eng.Isam Ishaq.

‘We needed a multi point video conference system that linked the faculty at Al-Quds with 5 remote sites across the country plus 2 internal lecture rooms. The system therefore had to incorporate simultaneous ISDN and IP connectivity at different bit rates whilst maintaining a high transmission quality. We evaluated several manufacturers’ products but it was Sony’s system that met all our key requirements.’