

ABSTRACT
PARALLEL WORKING SESSION

UNIVERSITY MANAGEMENT & INNOVATION

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**The UOC Media center: towards a cross-platform
and cross-channel e-learning system**

Since UOC was created, the distance education model of the university has been technologically web-based for managing and delivery teaching and learning.

Nowadays, a part from Internet and personal computers, new technologies allow for providing information through cross-platforms simultaneously, highlighting the new potential that digital television and new mobile devices – PDAs, 3G terminals... New computer technologies allows for sharing the same content in all these platforms. This scenario shows a wide range of possibilities for delivering the necessary information to geographically disperse users who can use different devices to get access to it.

The technological environment designed to implement this platform consist of the following basic modules:

- Cross-platform: this solution is designed to be run from different client platforms that makes it possible that final users have total versatility in accessing and consulting contents offered. SOA are the standards that make this possible, together with the accessibility through web navigator in any client platform.
- Cross-channel: the accessibility to the technological environment by means of three totally different channels is considered:

Television: the new possibilities of the digital television and the expand of the ICT by means of the conventional TV let users have access to digital content delivered through Internet from their leaving room by means of TV. The extension of the Media Center platform as a strategic center for displaying video and audio resources offers the possibility to share interactive contents through Internet, prepared for its display on TV and free of charge both for the user and the deliver.

Mobile: the new generation of mobile phone permit the remote access to interactive contents. What is new of this platform is the possibility to access to the same content with no need of an specific technological customization, which significantly reduced the cost production of these contents.

Personal computer: the new environment will be able to be accessed for the nowadays the conventional channel which is the personal computer. Microsoft Silverlight is the cross-platform, cross-browser, and cross-device technology for delivering the next generation of media experiences and rich interactive applications for the Web. This development delivers 3D dynamic interfaces which at the same time easily integrates video and audio in the web with no need to have any other software installed. The first UOC Media center prototype has been developed using this technology.