



Each year Audencia Nantes business school receives over 1,900 students of several nationalities in its 9 management training programs taught by some 70 professors and 300 associate experts. E-learning for Audencia is the centerpiece of a whole set of innovations in their CFI program (open-ended training convention) designed to extend the learning process throughout the student's life.

## The Project

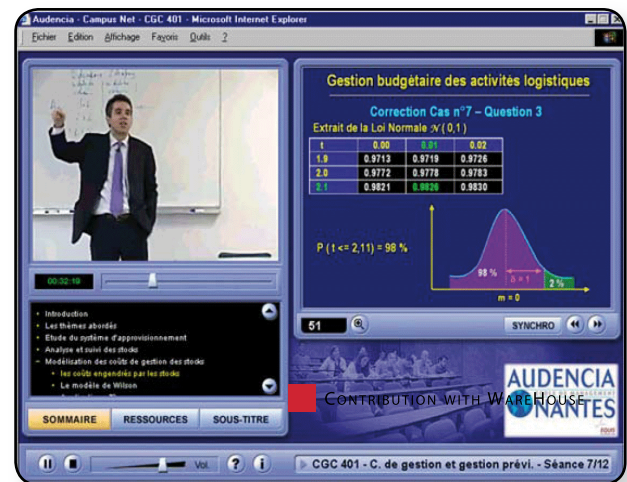
- Offer students e-learning courses taught by their professors for revising, catching up on missed courses, or refreshing their memory.
- Film courses and develop quality archives.
- Enrich videos with course materials and teacher's notes.
- Publish courses on an intranet.
- Manage intranet access.

## The Manreo Solution

- Video encoding.
- Segmentation into chapters.
- Specific indexing by feature.
- Enrichment with additional information (text, audio tracks, bibliographies, PowerPoint presentations, hypertext links...).
- Synchronization with corresponding components in each chapter.
- Automatic publication and real-time updates of intranet Web pages.
- Advanced, multiple criteria search across entire catalog.

## Advantages

- Easy to use for people who are not video processing experts (professors, students).
- Course videos are easily segmented by the indexing tool to extract unnecessary passages (roll calls, dead time in courses).
- Segmentation into chapters according to course structure and PowerPoint slides.
- Automatic transformation of PowerPoint documents into images for publication.
- Integration of teacher's notes not published with the course.
- Customizable publication template according to themes and users (teacher or student).



## Benefits

- **Fast and efficient**  
One hundred hours of courses already available as Web pages generated automatically via the Manreo software. Production capacity of 172 hours per person per year, dedicated to the production of e-learning courses (shooting, editing, enrichment, and publication).
- **Scalability**  
Initial video description template can be enriched at any time with new components (such as tutorials, «chats», etc.) without starting from scratch.
- **Quality**  
Fully customizable browsing interface and very stable publication of Web content.



## The next step

Audencia has achieved its productivity goals for its first year of e-learning course production with over 100 hours of courses that will be made available to students via a secure access.

The goal: to go even further in course production.

Audencia has also implemented a series of innovations designed to extend the learning process throughout the student's life.

**Jean Guillemot**, Director of the Campus Net and e-learning at Audencia

*"...The Manreo software we use daily to enrich and put the courses online is extremely reliable and lets us meet our productivity targets. That was a determining factor in our choice: many ambitious e-learning projects are stillborn because they produce only ten or twenty hours of courses after one year of work."*

**Softwares used in the Manreo range**

- Hypercast Editor
- Hypercast Warehouse
- Hypercast Publishing Server

