

## VIDEO-CONFERENCING AND WEBINAR SOLUTIONS

## INTRODUCTION:

This document provides recommended video-conferencing and webinar solutions. Video-conferencing and Webinar services are similar technologies, so any service designed for one can generally be used for the other. Specific use-case (i.e., person-to-person, multiple-individuals, person-to-group, and group-to-group; live-stream vs recorded) are most important drivers for choosing a solution.

To execute a quality video-conferencing involving groups or classroom requires advanced camera and microphone systems that are typically only available with enterprise level video-conferencing equipment designed for such purposes. The GSM does not provide such equipment and classroom computers are not configured to support video-conferencing. Faculty/Instructors may opt to use laptops with cameras/microphones designed for person-to-person video-conferencing, but doing so will not result in a quality, professional experience, affects the school's business image, and is not recommended.

The GSM PIRO unit has been provided a portable [Logitech cc3000e](#) USB video-conference camera/microphone system. This system is designed to connect to a laptop for meetings in small rooms. Some people think this is adequate for larger classroom venues, but depends on personal expectations of quality.

Most of the solutions identified in this document are commercial services and features/operations are subject to rapid changes. To learn more about a specific service, you should refer to current service documentation generally available on the Internet.

**All video-conferencing and webinar services are self-serve**

...other than requests for Zoom licenses which can be sent to the GSM computing helpdesk, [helpdesk@gsm.ucdavis.edu](mailto:helpdesk@gsm.ucdavis.edu)

**ZOOM** ★★★★★

- **Overview:** Zoom was first released in 2011 and quickly identified as a leader by Gartner. It provides video, chat, voice calling, and webinar capability.
- **Optimal use-cases:** person-to-person, multiple-individuals, webinars
- **Advantages:**
  - Simple to use
  - Invitations can be sent by email and participants do not need to be registered or have an account with Zoom
  - Can be integrated with enterprise level video-conferencing equipment for large groups (if equipment is available and appropriate licenses procured).
  - Easily recorded
  - GSM provides Pro licenses to staff/faculty at no cost
  - [Campus contracted](#) and integration with Canvas (campus learning management system)
- **Disadvantages:**
  - Requires special licenses for webinars exceeding 50 participants, large participation conferences, and enterprise equipment integration

**WEBEX** ★★★★★

- **Overview:** First released in 1996 and provides video, and chat; primarily for webinar presentations.
- **Optimal use-cases:** Webinars (recorded or live-stream)

- **Advantages:** Robust webinar services
- **Disadvantages:**
  - Free accounts cannot be acquired using your UCD email account.
  - Must procure licenses and is expensive

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## [ADOBE CONNECT](#) ★★☆☆

- **Overview:** First released in 2013 and provides video, and chat between two or several individuals.
- **Optimal use-cases:** person-to-person, multiple-individuals
- **Advantages:** Robust features
- **Disadvantages:**
  - Requires account to be provisioned through your UCD ATR (telephone representative)
  - No free accounts
  - Requires Adobe Flash to be installed on participants computers, which many organizations ban due to its inherent security risks
  - Requires training, Non-intuitive

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## [GOOGLE HANGOUTS](#) ★★☆☆

- **Overview:** First released in 2013 and provides video, and chat between two or several individuals.
- **Optimal use-cases:** person-to-person, multiple-individuals
- **Advantages:** Familiarity – most people are familiar with Skype and have previously used it.
- **Disadvantages:**
  - Limited connections allowed
  - Requires Google account to access
  - Uses proprietary protocol, so cannot be easily integrated with other services

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## [SKYPE](#) ★☆☆☆

- **Overview:** First released in 2003 and provides video, chat, and voice calling between two or several individuals.
- **Optimal use-cases:** person-to-person, conferencing with family/friends
- **Advantages:** Familiarity – most people are familiar with Skype and have previously used it.
- **Disadvantages:**
  - **Contact Details:** It requires contact details to be shared in advance of establishing a session. This is accomplished by sending a contact request through your Skype account and the request being received.
  - **Social Network:** Unless you've specifically configured presence awareness within Skype, whenever you are signed into Skype, all your contacts can see that you are on Skype and encourage them to contact you via video-conference or chat
  - Uses a distributed network methodology that provides a quality of service for organizations that opt-in to the Skype network distribution service; UCD will not allow its network to be used for Skype distribution. Depending on

- your specific network, you may have poor network stability resulting s in poor video quality and frequent dropped calls.
- Calls involving multiple-individuals requires professional/enterprise account