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PRESS RELEASE

—For Immediate Distribution—

Cisco Systems joins NMC as Distinguished Partner

The New Media Consortium (NMC), an international consortium of nearly 200 leading colleges, universities, and museums, today announced that Cisco Systems, Inc. (www.cisco.com) has joined NMC as a Distinguished Partner, the highest level of corporate participation in the organization, and one that reflects a deep commitment to the goals and purposes of the NMC.

In keeping with NMC's charter of furthering the exploration and use of new media and new technologies, Cisco and the NMC will work together to improve learning opportunities through the exploration of innovative applications made possible by strong network infrastructures. Cisco's Intelligent Information Networks are creating efficient and interactive educational environments that foster high-quality interaction and collaboration, and connect shared digital libraries, file systems, and lab equipment. These networks will continue to help educators deliver high-quality curricula with rich media content (both live and on-demand), extend learning opportunities, and empower students for the future.

"The key success factor in this alliance is that the NMC and Cisco share a common value system built on ideals like innovation, collaboration, community, and learning," noted Dr. Larry Johnson, CEO of the NMC. "Our mutual hope is that by working together, drawing on the dedication, skills, and commitment of the people in both of our organizations, this alliance will serve as a powerful catalyst for the expanded use of high-quality collaborative and communication tools in support of research, knowledge sharing, learning, and large-scale projects."

Since its founding more than 20 years ago, Cisco has maintained close links to the academic and research communities, and the partnership with NMC continues that commitment in supporting education

"Innovation has always been at the heart of Cisco, and collaboration with others who are also shaping the content and learning landscape has always been an important value," said Charles Fadel, global lead for education at Cisco. "The shared goals of both organizations make our relationship a clear win-win. We are excited to be working with the NMC and look forward to demonstrating, through the direct use of our tools and technology, innovative ways to foster real learning and collaboration across the spectrum of higher education."

Trinity University, St. Lawrence University, the University of Richmond, Mira Costa College, and the Art Center College of Design are just a few of the many NMC members who are using Cisco products and services in support of campus-wide wireless, voice, and data systems. Says Michael Berman, Senior VP/CTO at the Art Center College of Design, "The campus gained immediate benefits in network and application performance at the completion of the Gigabit network upgrade we developed with Cisco, while the wireless implementation helped to enhance user experience with mobility and ease of use."

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Chuck Ruch, Associate Provost and CIO at Bradley University comments, "Cisco as a company provides the safest way to meet our networking needs, and provides equipment with the capabilities we need at reasonable prices and with unmatched customer service."

This past summer, NMC member University of Richmond implemented a campus-wide Cisco wireless network that leveraged their 10-gigabit Cisco wired network. Over 560 Cisco access points were installed, as well as Wi-Fi Protected Access (WPA) for authentication and encryption. Working with Cisco and the City of Monterey, California State University, Monterey Bay has helped to develop a model I-Net that brings services, educational resources, and much more to the citizens and school children of Monterey.

The Cleveland Museum of Art, one of the NMC's first museum members, relies heavily on Cisco equipment throughout its operations. In addition to supporting its high-speed internal wired and wireless networks, Internet2, and very high speed video-teleconferencing, the museum has recently installed Cisco VoIP telephony. Notes Len Steinbach, the museum's CIO, "By using Cisco VoIP telephony, we have been able to seamlessly and cost-effectively bridge multiple sites during a major construction project, Cisco's softphone software lets staff who travel bring their "office phone" with them wherever they have a broadband connection, and for performances around town, our ticket office phone can ring wherever our performances are."

"This partnership will build on the tremendous work Cisco has done with these and other leading institutions across the world," notes Johnson, "and help colleges, universities, museums and other learning-focused organizations create and deliver state-of-the-art online learning solutions."

Cisco Systems, Inc. joins a prestigious list of companies supporting the work of the NMC. More information on Cisco can be found at www.cisco.com. A complete list of NMC corporate partners and member institutions is available at www.nmc.org/membership.

About the NMC

The New Media Consortium (NMC) is an international 501(c)3 not-for-profit consortium of nearly 200 leading colleges, universities, and museums dedicated to the exploration and use of new media and new technologies. The consortium serves as a catalyst for the development of new applications of technology to support learning and creative expression, and sponsors programs and activities designed to stimulate innovation, encourage collaboration, and recognize excellence among its member institutions. Through its many projects, its comprehensive web site, and its series of international conferences the NMC stimulates dialog and understanding through the exploration of promising ideas, technologies, and applications. For more information on the NMC, see its web site at www.nmc.org

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