

I4A

ISIDE *4Africa*

*Innovative Satellite Interactive Digital
Entertainment for Africa*

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MICROCINEMA



Skylogic
a eutelsat company



- After almost a century of “mechanical and chemical” equipment and devices, the **ISIDE** project (ARTES 3 line) developed a state-of-the-art satellite Networked Cinema
- **ISIDE** serves nowadays more than 150 Italian cinema theatres and provides for:
 - Reliable and fast delivery of digital movies (including DCI movies)
 - Live events (e.g. sport, virtual theatres, seminars)
 - Added value services (booking of movies, Digital-Rights-Management, billing and statistics)
- **ISIDE4Africa (I4A)** is spin-off of the ISIDE project to provide:
 - A one stop solution for the collection, delivery and fruition of digital media content for edutainment in African schools
 - Internet browsing and VoIP/chat to enrich the edutainment

Microcinema

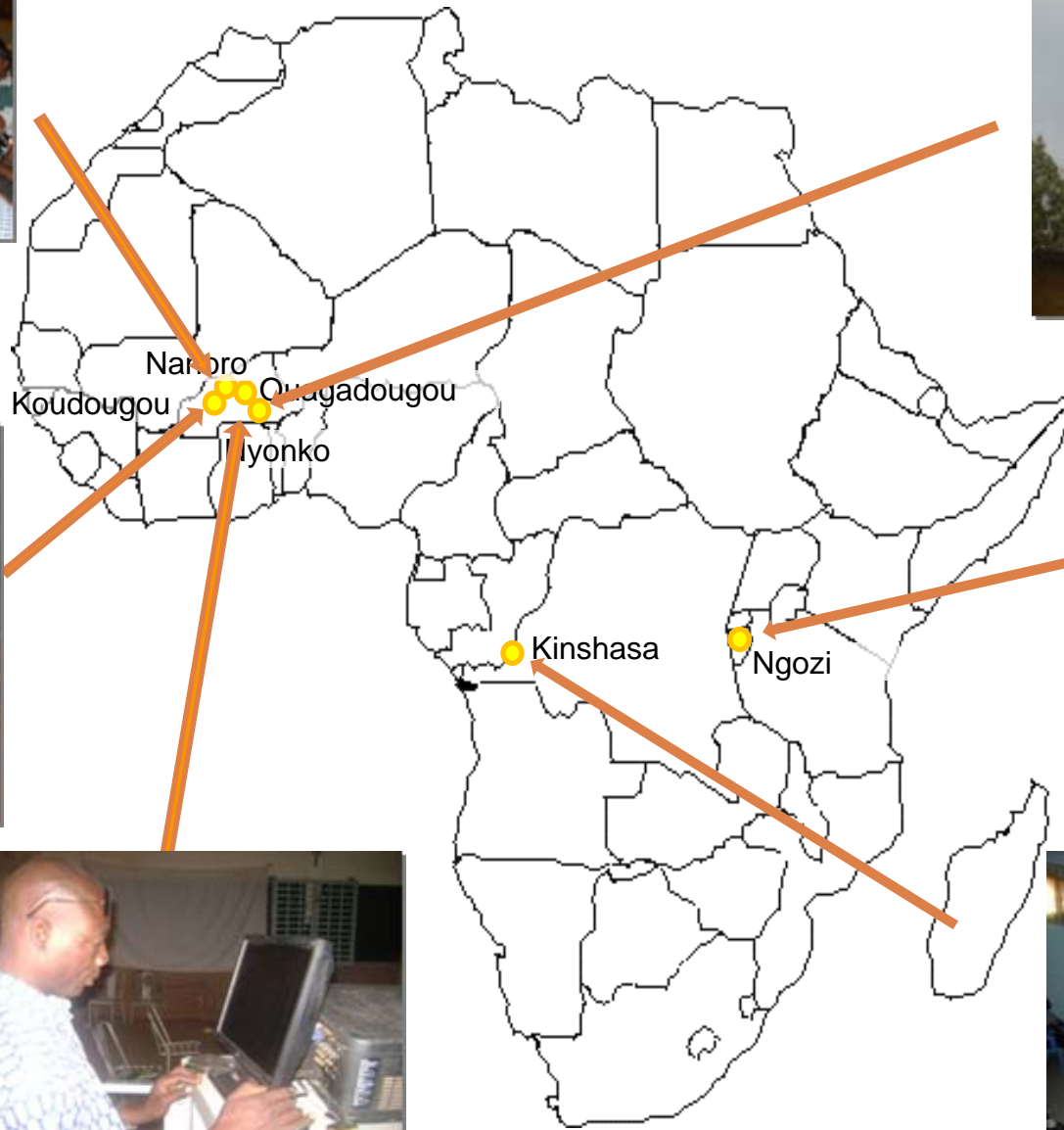
- Selection and involvement of the local African partners
- Procurement of edutainment content, hosting and management of the service
- Assessment of the system performances and pilot utilisation figures
- Provision of the commercial sustainability analysis after the project

OpenSky: Integration and installation in African schools

Skylogic: Provision of Satellite Capacity and Internet access

Digital Pictures: Provisioning of additional content

PILOT SITES



VIDEO



TYPICAL I4A INSTALLATION

I4A



PILOT CLASSROOMS



Burundi, Ngozi



DRC, Kinshasa



Burkina Faso, Ouagadougou



Burundi, Ngozi

- More than 130 titles delivered (about 250 GB, 80 Hours)
 - Wide range of topics and areas of interest
 - Mostly suitable for students from 6 to 16 years old
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- ➔ *Amazing World series: 47 animation films about world geography*
 - ➔ *ESA series: 8 documentaries about physics principles , ISS, universe*
 - ➔ *IFAD series: 6 documentaries about the activity of IFAD*
 - ➔ *Digital Pictures series: 6 films/documentaries related to African culture*
 - ➔ *HFB series: 4 documentaries about Burkina Faso cities*
 - ➔ *UNESCO series: 9 films about several local communities in the world*
 - ➔ *I've seen films series: 9 short films from Rutger Hauer*
 - ➔ *12 documentaries from Paris national museum of natural history*
 - ➔ *Cartoons for peace series: 26 animation*
 - ➔ *Concert series: 2 concerts*
 - ➔ *And other commercial cartoons and films.*

Utilisation figures went far beyond any expectation:

- ➡ ~1.000 projections took place during the 12 months pilot
- ➡ ~70 students in average for each projection with several thousands of students involved over the six pilot sites
- ➡ ~200 projections of ESA titles, that highly promoted the interest to space activities. Teachers are considering to include space related lessons as of the next school year

Schools	N. of screenings
Koudougou	135
Nyonko	105
Ouagadougou	394
Nanoro	126
Ngozi	98
Kinshasa	111
Total number of screenings	969

- ➡ About half of the projections have been supported by additional content made available by the teachers via Internet browsing
- ➡ The system has been used also to teach students how to use a PC to browse Internet and use VoIP/Chat
- ➡ VoIP and chat have been appreciated (in particular in the most underserved sites) even if, for security reasons, they were made accessible only via the cinema kit server
- ➡ Due to huge electrical power outages and summer school break, the utilisation figures are even more impressive as obtained over an effective period of only ~ 8 months

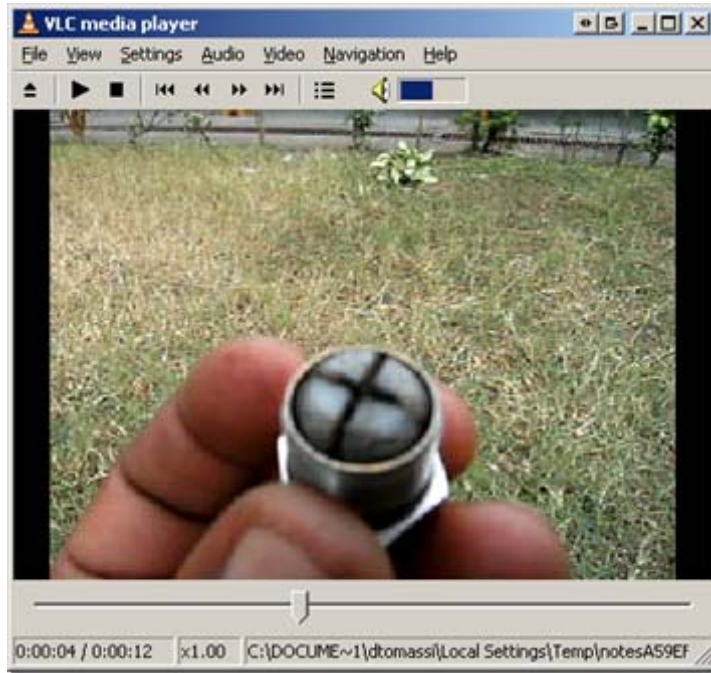
- ▶ The project was perceived as a revolution to their lesson methods. The following main feedbacks were gathered:
 - Students are more interested and focused during lessons
 - Increased demand and participation for/to lessons
 - Teachers welcomed Internet browsing for improving the lessons
 - Students expressed their preferences for history and physics and for local heritage documentaries

- ▶ In March 2011 the “Bouar” community from the Republic of Centre Africa asked the permission (granted by the consortium and ESA) to use the I4A content catalogue for education purposes

- ▶ Environment and logistic constraints are very challenging: power sources, humidity & lightning, temperature, theft, hacking issues, etc...
- ▶ Language is a tough barrier: content is usable only if localised, subtitle not fully effective
- ▶ Hacking issues: viruses protection, firewalling, admin user ID and passwords during pilot phase
- ▶ Technology is not enough: local users use technology because they are deeply interested in content

- Transfer of know-how is slow: capacity building process assisted by a daily tracking of usage/issues via video-photos exchanges
- Local regulations are worst than officially described by government: technology shipment, satellite TX authorisation, etc...
- Liaison: local partners are crucial for the execution of the pilot activities and troubleshooting on site

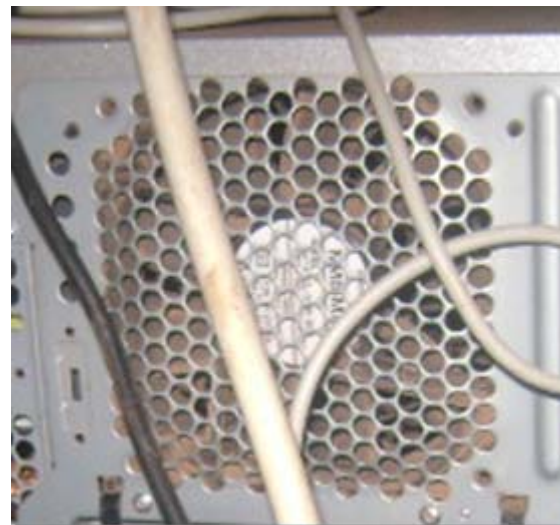
LESSONS LEARNT 3/3



Burnt antenna connector



Cooling fan and metal fences



Typical sand/dust issue

- ➡ The consortium, with the help of ESA and African local partners, is looking for an affordable service continuation. Initial analysis are oriented towards shared capacity solutions, at least for the continuation of Internet service
- ➡ The local partners have been provided with the admin accounts and the Transfer of Ownership procedure for the cinema kits have been started
- ➡ The “**winning approach**” was to stimulate local people to take ownership of the system rather than imposing on them actions through formal obligations
 - ➡ Threatening to get back the Cinema Kits in the case of poor utilisation figures and/or misuse of the equipment proved to be not effective
 - ➡ Involving them directly in the activities, also by stimulating teachers and students to compete among themselves with the provision of interviews and pictures during lessons, paid definitively back

Thank you for your kind attention
and see you tomorrow
with



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