

Multimedia Interaction for Learning and Knowing in Organisations and Communities



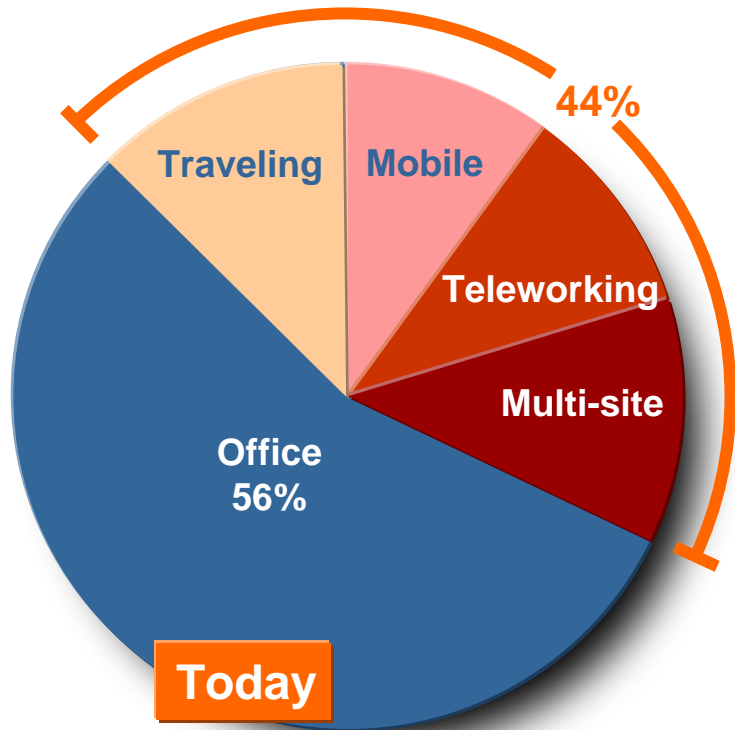
**multimedia
interaction
for learning
and knowing**

**12th ECLo conference,
Birmingham
May 23rd-24th 2005**

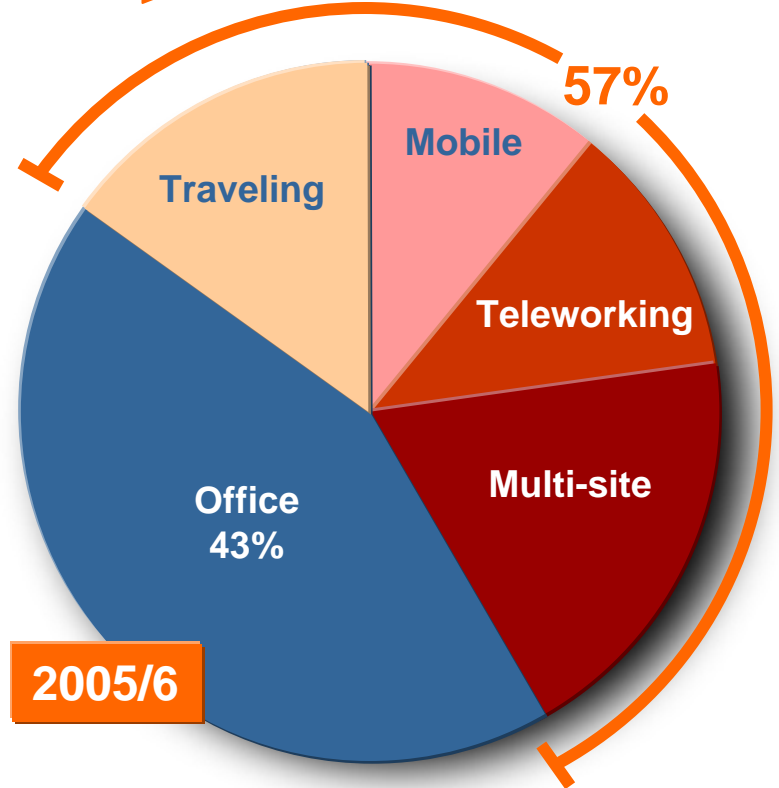
Thomas Schael

Partner irso – Butera e Partners, Italy

European Trends towards Mobile Working



Two thirds of all top executives regularly take work back home.
– Kienbaum International



70% of all European employees would like to benefit from effective mobile working
– Logica CGM

Trend: Working Mobile Occasionally





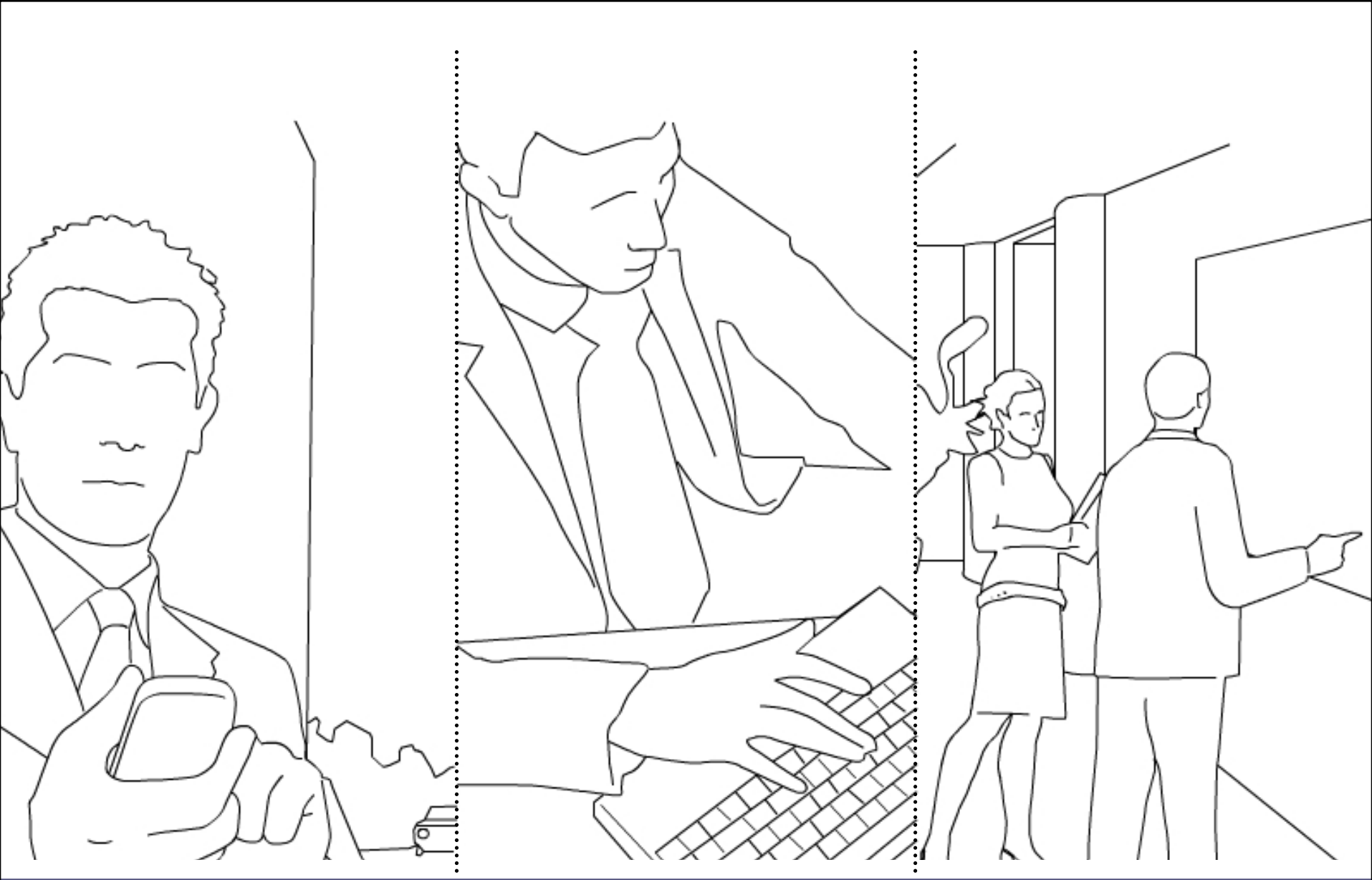
Integrating working practices





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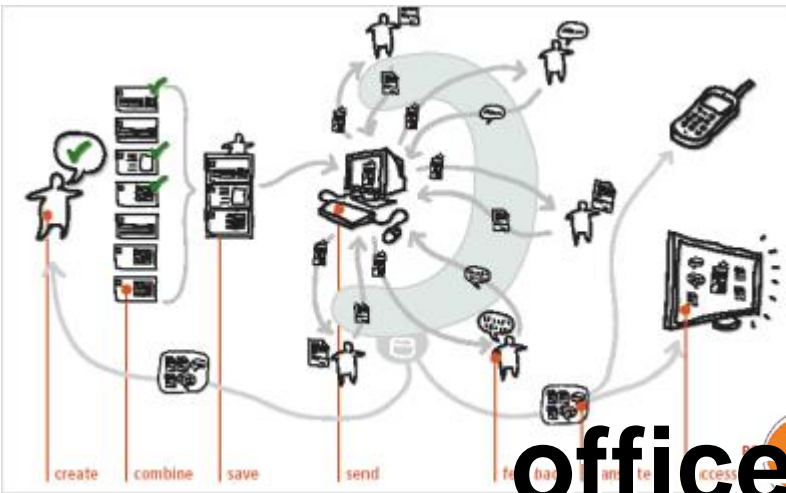


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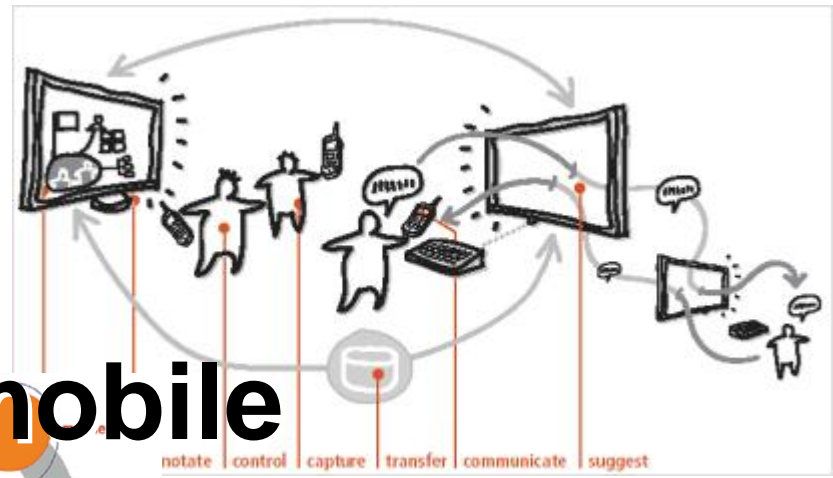


Integrating working practices



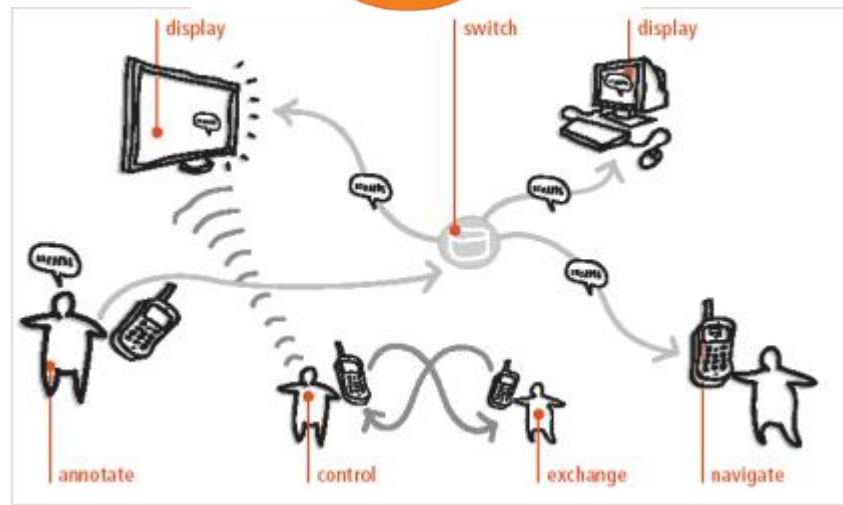


event based



content based

office **mobile**
social



context based

Integrating working environments



Knowledge Work Globalisation

- Communication and (ad-hoc) meeting facilities between sites
- Well structured central repository for exchange of work results
- Knowledge sharing of best practices and lessons learnt
- *Market leaders: IBM Notes; Opentext LiveLink; Documentum eRooms*

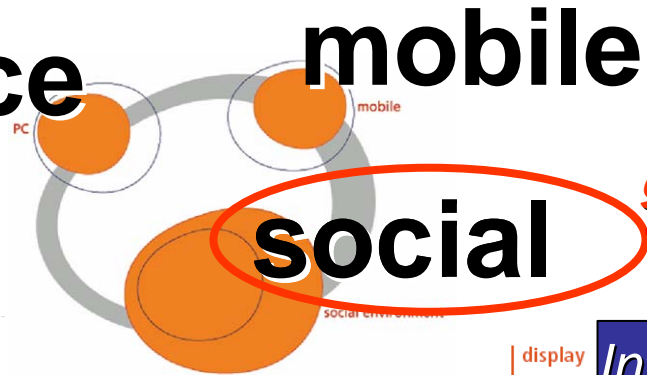
Mobile Working

- Mobile access to information from different repositories
- Mobile meetings (incl. scheduling and brokering) any time, any place
- Multi-site working: conferencing, “windows to other sites”
- *Market leaders: Siemens OpenScape; RIM Blackberry*

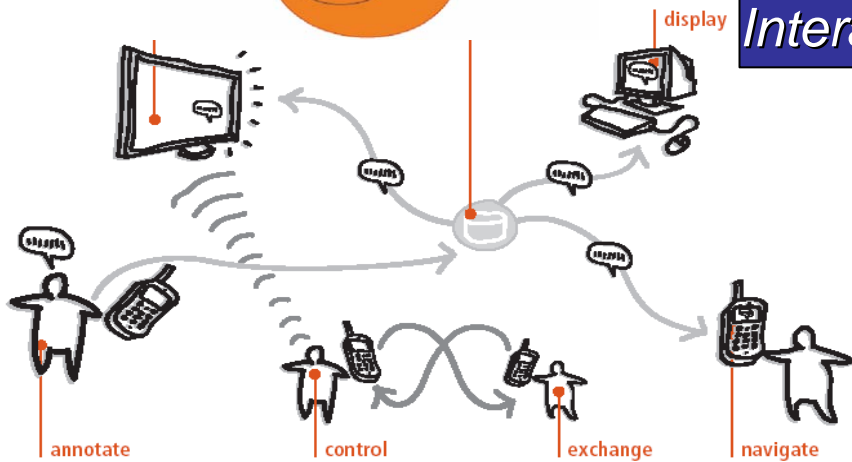
Information Mining

- Taxonomy based classification and search
- Linguistics or statistics based indexing of information
- Support for taxonomy and ontology development and management
- *Market leaders: Inxight Smart Discovery; Temis Categorizer/Miner*

office mobile



Functionalities supporting globalised knowledge work



Interactive large screens



The Social Environment supports user interaction mechanisms for collaboration going on in the physical workspace in a globalised environment

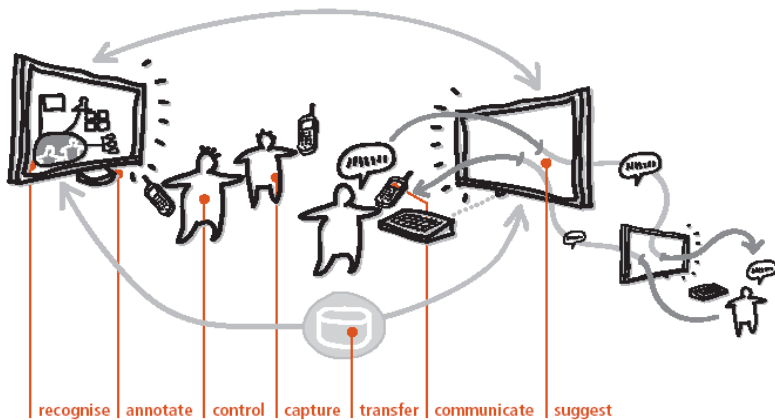
Social Environment



office **mobile** social

Functionalities supporting mobile working

The Mobile Access Environment component of MILK provides the end users with situated access to the knowledge repository in mobile work situations



- eMail
- folder structure
- meta-information
- activity overview
- fax on demand



office

mobile

social

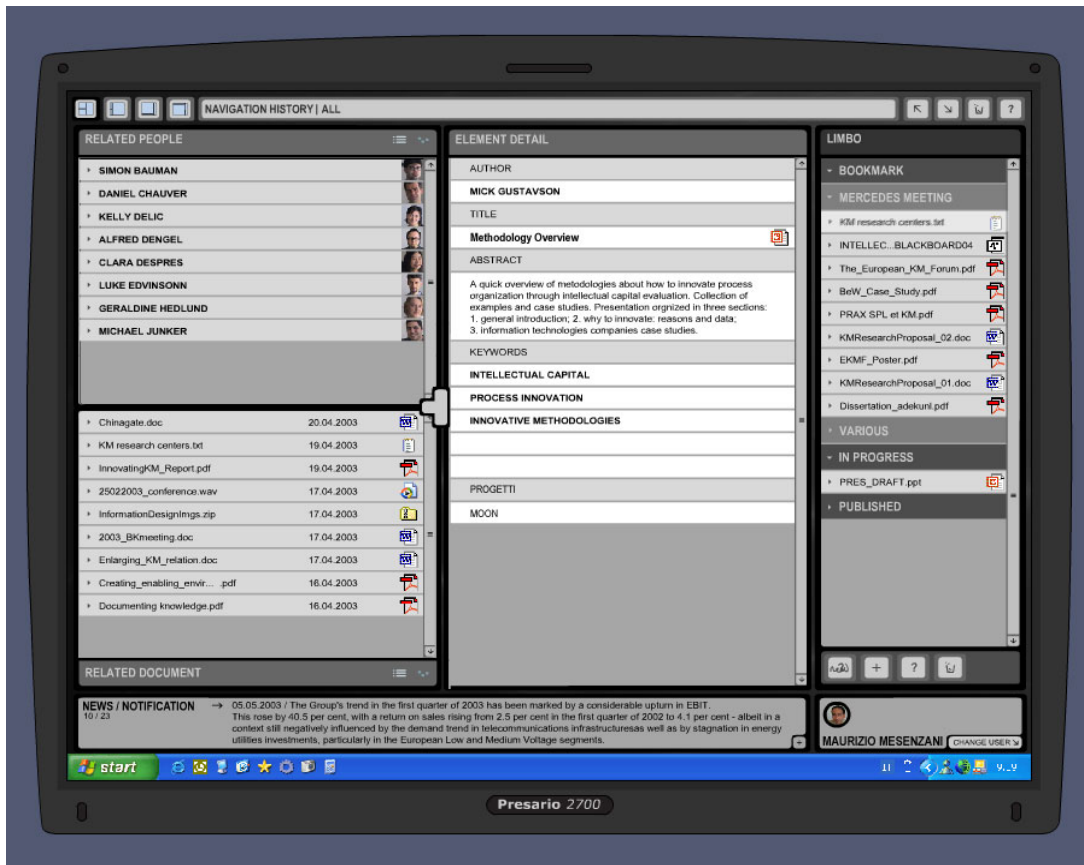
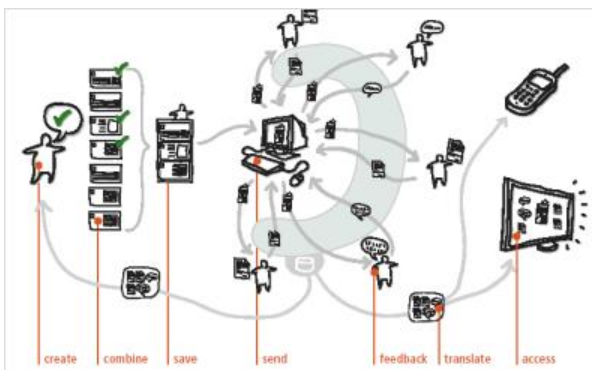
PC

mobile

social environment

Functionalities supporting information mining

A solution of Knowledge Management to support the interaction among people and knowledge through the “view with context”



Office Environment



A community of practice is a group of people sharing a practice

and...

a place, a language, a memory

A community of practice is open if and when:

- **it allows peripheral participation**
- **it supports moving from peripheral to central participation**
- **it is traversed by external knowledge**

- **Communities of practice are social phenomena, not organisational structures.**
- **When an organization claims it is building a community of practice, it is announcing that it has recognised it and that it wants to support it.**
- **Organisations are resources for the communities, and not viceversa**

Communities are where social value is created through the interactions of their members

Knowledge is a relevant component of social value.

External knowledge enriches social value.

Communities decline, when they become unable to capitalize the social value they create

A community needs its own place:

- **for sharing its language, its memory, its experiences**
- **for creating and sharing knowledge**
- **for creating social value**
- **for capitalizing it**

A place should be open, plastic, flexible, distributed for:

accessing resources and tools

doing individual work

interacting and communicating within the community

sharing knowledge

meeting other people, internalizing and externalizing knowledge

keeping identity

Knowledge transfer & social interaction

„If the water cooler was a font of useful knowledge in the traditional firm, what constitutes a virtual one?„

Prusak, L. (1997): Knowledge in Organizations. Oxford: Butterworth-Heinemann, pg. XIII

Großbildschirme

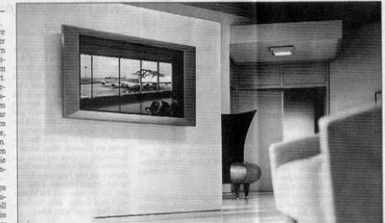
Das Fenster zur Welt hängt an der Wand

Neue Monitore sollen bald Maus und Tastatur überflüssig machen und Möbelstücke werden

Von Detlef Borchers

Auf einem Schreibtisch wäre für einen Bildschirm mit einer Diagonale von 120 Zentimetern kein Platz. Dennoch hoffen die einschlägigen Hersteller auf einen großen Markt für Geräte dieser Art. Auf der CeBIT im Frühjahr hatte jeder Bildschirmhersteller mindestens einen Super-Bildschirm im Programm, der mit 40, 42 oder gar 50 Zoll in der Diagonale vermessbar war. 50 Zoll, wie viel Power zeigt, entsprechen 127 Zentimetern. Bildschirme dieser Größe werden nicht aufgestellt, sondern an die Wand gelagert oder in Möbel eingebaut.

Auf Messen demonstriert Philips ganz praktisch mit dem eigenen SuperScreen, warum sie sinnvoll sein können. Menschensucher, die in



Internet, die beim Surfen im Internet helfen sollen. „Wie ist das Wetter?“, rief man in dem Raum und schon holt der Browser die richtigen Informationen. Für Bereiche wie „Geh zu www.veit.de“, „Klicke auf Käse“, „Klicke auf München“ hat Lucare kein Verständnis.

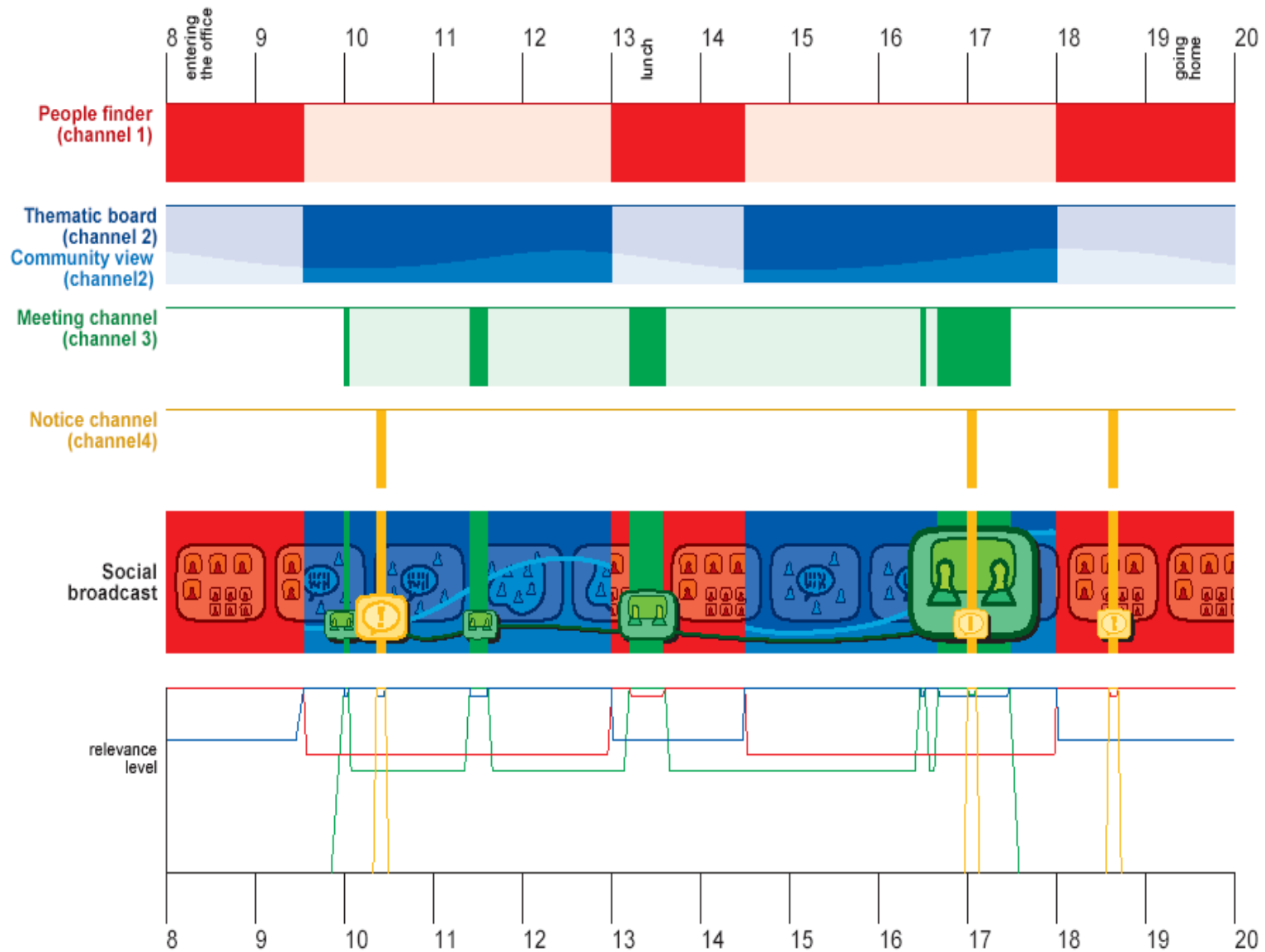
Für das gesteuerte Arbeiten nutzt Lucare noch keinen ausreichenden Markt. „Die neuen Bildschirme sind von der Größe her ganz nett, aber wo sind die Frames, die die passenden Kameras und die Demoschichtstufen weiterentwickeln?“, fragt Lucare. Auf der CeBIT 2006 könnte die Antwort bekannter werden. Das Berliner Friedrich-Hertz-Institut für Nachrichtentechnik setzt mit seiner Forschung da an, wo IBM das „Natural Computing“ abgebrochen hat. Die Forscher stellen den von ihnen entwickelten 3D PC vor. Hier ist



The Community Wall in BeP

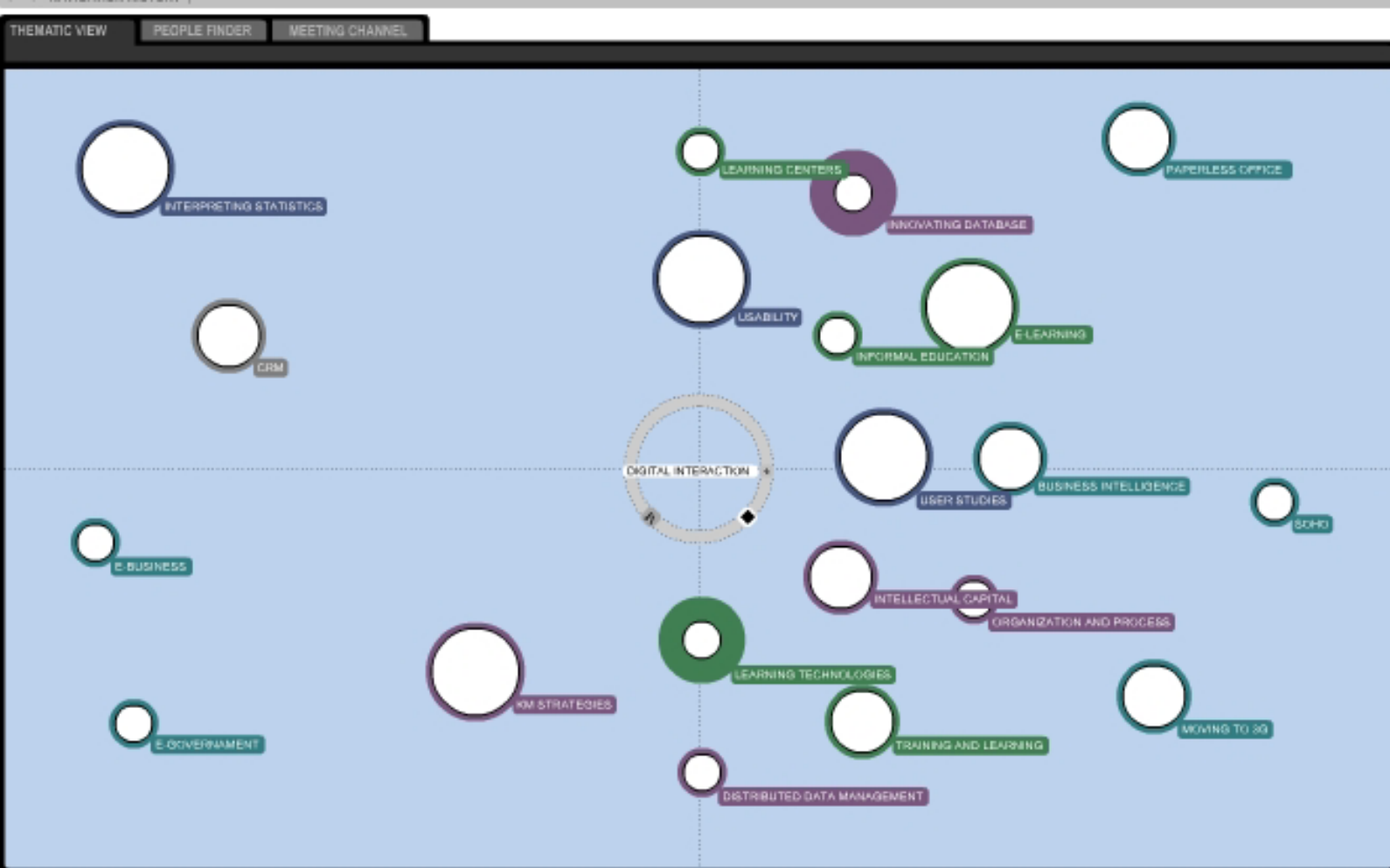
Community Wall Concept





Social broadcasting on large screens





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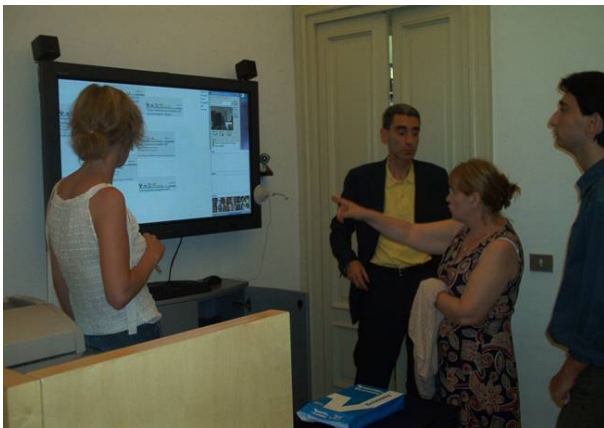
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NEWS / NOTIFICATION → 05.05.2003 / The Group's trend in the first quarter of 2003 has been marked by a considerable upturn in EBIT.

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MILK in use



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