

# Technology Transfer

using DVD techniques



Digital video tools and optical disc technology offer companies an excellent means of conveying the expertise of key personnel to new staff members, potential customers, and stakeholders.

**T**echnology moves at lightning speed and many organizations face the same challenge: communicating vital information to staff members, stakeholders, and customers without monopolizing the time of their subject matter experts. A handful of people in any organization often hold the essential information that can help achieve the corporate mission. Their time is at a premium, but their knowledge is crucial to the organization's goals.

Knowledge management ranks as one of the most important objectives for any organization that wants to remain competitive in the 21st century. The key question is: what is the most effective means for capturing and communicating design, development, and product information in a fast and agile way?

Digital Versatile Disc (DVD) offers a flexible solution. Using lightweight and portable digital video cameras, sophisticated non-linear editing tools, and DVD recorders, information can be recorded, refined, and distributed quickly and cost effectively. An engineer, product specialist, developer, or scientist can be videotaped in a private session, a small training class, or during a corporate seminar. Within a matter of hours, the session can be edited and burned to disc for playback on any computer-based DVD-ROM drive or set-top DVD player. This approach can be more cost-effective than any other method and can cut days or weeks from the timetables for providing the same kind of information in a conventional format, such as printed

documentation or marketing literature.

Videotaping classes and seminars using VHS equipment has become a popular means of transmitting technical information, but this technique suffers two major drawbacks. The videotape is a linear medium. Finding a key bit of information may require searching through an entire tape. The tools for editing analog videotape are expensive and outmoded, and the resulting video quality is relatively poor. Videotape cartridges are also fragile and difficult to ship.

In contrast, the latest generation of digital video editing tools and cameras brings a new level of capabilities to the process of creating coherent, tightly edited works. Coupled with DVD authoring tools, communicators can rapidly create menu structures to provide quick navigation through video segments. Using modern compression standards, such as MPEG-4, and the portable document format capabilities of Adobe Acrobat, hundreds of pages of documentation can be combined with several hours of supporting video to create training or orientation material.

This process can often be accomplished with less effort than presenting a single training seminar in-house. The experienced digital media creators at Lightspeed Publishing can guide you through the process, help you determine the best way to organize and capture content, and produce professional-caliber DVDs ready to distribute to your audience. Contact us to discuss your project at [leep@lightspeedpub.com](mailto:leep@lightspeedpub.com) or call 802.375.2424 for more details.