

Trends and Emerging Computer Technology

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Finding Your Competitive Edge

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Promise of technology:

**Its potential to transform
business through innovation**



Areas of Focus

- Staff Development
 - Webcasts
 - Webinars
- Community Building
 - Podcasts
 - Blogs
- Efficiency Improvement
 - Computer Telephone Integration
 - RFID Tags



Staff Development: Webcasts

- A “broadcast” conducted over the “web”.
 - Computer with Internet access and a media player
- Designed to only give information to audience - no interaction.
- In most cases, use video to broadcast important meetings, press conferences, and other events.

Staff Development: Webcasts

- Can be “live” webcast or archived webcast for viewing at any time.
- Example of a live webcast from C-Span:
http://www.c-span.org/watch/cspan_rm.asp?Cat=TV&Code=CS
- Example of an archived webcast from Brevard Public Schools:
<http://ethics.brevard.k12.fl.us/>

Staff Development: Webinars

- A “seminar” conducted over the “web”.
 - Computer with Internet access
- Designed to be interactive between the presenter and audience.
- In most cases, the presenter and audience are also connected by phone for interactions.
 - Telephone with long distance access, preferably speakerphone

Staff Development: Webinars

Can be just a website with a phone connection or more feature-filled web service like WebEx

<http://www.webex.com/overview/online-meetings.html>

Building Communities: Podcasts

- Word coined in 2004 that combined two words: “iPod” and “broadcast”
- Distribution of audio or video files, such as radio programs or music videos, over the Internet for listening on MP3 players and computers

Building Communities: Podcasts

- Self-Guided Walking Tours
- Music
- Talk Shows
- Training
- E-Books

Building Communities: Podcasts

Listening examples of three podcasts:

“Small Business Podcast : Sales - Bob Sanders” from TNC
New Media

“Podcast Realtor Weekly Introduction” by Chris Caposey

“Learning Solutions for Today’s Workforce - Understanding
Generational Differences” - Jill Mather

Building Communities: Podcasts



Building Community: Blogs

- From the words “web” and “log” - a blog is a web log.
- A website in which items are posted on a regular basis and displayed in reverse chronological order.

Building Community: Blogs

- Example of a blog for small business:
<http://www.smallbiztrends.com/>
- Where to find a blog:
<http://www.google.com> then click on “more”

Building Community: Blogs

- V-log - video blog is a blog which uses video as the primary content
- Example of a vlog:
<http://www.seriousmagic.com/products/vlogit/>

Improving Efficiency: Computer Telephone Integration

- Send pre-recorded phone messages in a variety of languages easily to pre-selected phone numbers.
- Integration of telephone PBXs and data processing systems into one single system.
- Mainly used for Call Center or Contact Center.

Improving Efficiency: Computer Telephone Integration

Typically features:

- Interactive Voice Response (IVR), meaning the handling of a call according to either voice telephone input or touch-tone keypad selection
- Automatic Call Distribution (ACD), meaning the distribution of calls based on the number called and associated database of handling instructions.

Improving Efficiency: RFID

- Radio Frequency Identification data
- Type of automatic identification system
- Individual objects are equipped with a small, inexpensive tag which contains memory chip that is given a unique electronic product code.

Improving Efficiency: RFID

- Read by an RFID reader.
- Provides identification or location information, or specifics, such as price, color, date of purchase, etc.
- Has ability to track moving objects.
- Pets, people, and objects can be “tagged”.

Closing thoughts

- **Pay attention to trends in new technologies.**
- **Find those technologies that will enhance, empower, and motivate.**
- **Think about how new technologies can be used to help meet your goals.**
- **Consider all the consequences of implementing and not implementing new technologies.**

Thank you!

Questions or Comments

