

Transformation in Education

IT Solution for Connected Learning

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Textbooks and E-learning Resources Development

Rationale of the education reform in Hong Kong



Qualified IT infrastructure is needed to carry out

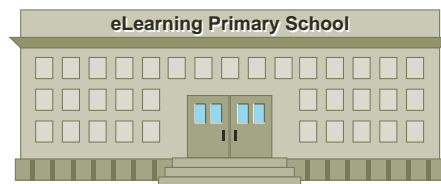
Compatibility of IT infrastructure in school campus become an vital element in the development of e-Learning in Hong Kong. While teacher and parent are focusing on the new digital content they are going to teach and purchase, a optimizing IT infrastructure help smoothen the e-Learning process. Not just focusing on the end device, i.e. the eBook, ICT teacher should find their point of equilibrium to upgrade every aspect of IT infrastructure in campus.



Paradigm Shift of e-Learning in school education
Textbooks and e-Learning Resources Development Report
- Education Bureau October 2009

Network infrastructure for e-Learning Adoption

- 1 Reliable core network
Cisco Core and Edge Switches with VLANs



- 2 Secure Wireless Device
Cisco Unified Wireless over campus



- 4 Interactive Broadcasting Platform
Video and Multimedia Online Collaboration



Cisco WebEx Meeting Center,
Cisco Show and Share

- 3 Diversified e-Learning Platform
Courseware and Broadcasting Platform



eClass, HiClass, XClass Mobile,
myIT-School

- 5 Mobilize end-user device
Multimedia eBook reader with wireless connectivity



Apple iPad, HTC smartphone,
HP mini-note, Amazon Kindle

Transformation in Education @ 21st Century



We are an **el**nrastructure, **networking**, **system-integrator**, now as a **system-convergence** and **eSecurity solutions provider** established in **April 1997** (formerly **Martin Computer Systems**) and re-branded in **Feb 2001**



Cisco Network System Solutions

By offering professional advise from our consultant team, we built every Cisco network system that is perfectly suitable to clients' business.

Cisco Smart Business Communications System

Combined voice, data, video, security and wireless—this all-in-one system has it all. Enables businesses to enhance how they reach, serve, and retain customers. Anytime, anywhere access to business information and applications, making it easier than ever to communicate with customers and each other.

Cisco Wireless Network Solutions

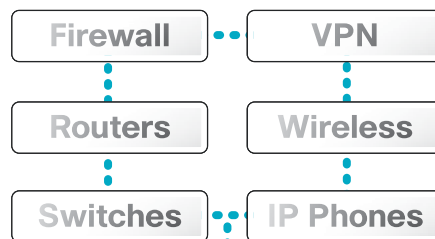
Today's 21st Century Learning environments improve student learning by creating an atmosphere similar to the outside world. Schools and Campuses integrate technology to prepare students with 21st century skills.

We successfully help 60+ schools and education centre in Hong Kong and Macau to implement wireless network and improve network infrastructure.

Cisco Unified Wireless Network

The Cisco® Unified Wireless Network is a flexible architecture that delivers pervasive wireless connectivity by integrating with the wired network for consistent mobility services. This secure, scalable, cost-effective WLAN solution offers

CISCO PRODUCT CATEGORY



CUSTOMER SUCCESS STORY

St. Francis' Canossian School
mLearning event



Wireless Outdoor deployment at Chai Wan



More case study at
www.cypher-it.com/casestudies.htm

Transformation in Education @ 21st Century

Successful Installations

We have successful sizable campus wireless and Mac/NB installations at a number of international and local schools, Hong Kong and Macau – ESF South Island School (with Mac 1-to-1 program), ESF Beacon Hill School, International College Hong Kong, Norwegian Int'l School, Victoria Shanghai Academy School (VSA), PLK Chee Jing Yin Primary School, C.&M.A. Chui Chak Lam Memorial School, CNEC Lui Ming Choi Primary School, CUHKFAA Chan Chun Ha Secondary School, St Francis Xavier's School, & etc. and in Macau, they are Pui Ching Middle School, SKH Choi Kou School, & etc. The VSA (in Shum Wan) is typically a sized project done (includes Cisco networking, campus wireless, IP Phones, Mac/NB learning program) when the campus buildings were built in 2007 summer. Besides infrastructure fully established, we also carry out or assist schools in organizing activities to promote "TEACH & LEARN" in new technology environment (for details, please refer to the enclosed profile/brochure).



Apple Authorized Education Reseller

授權教育經銷商

Innovation makes opportunities

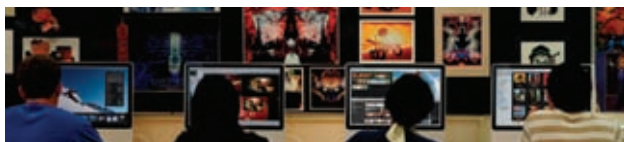
Stability, Smart and Creative Being a leading company of IT, Apple Inc. invent cutting-edge devices embedded with pioneer technology; Cypher Martin knows more of what it means to you and how it helps in your business.

Podcast Producer Less work, more play



Podcast Producer is a complete, end-to-end solution for **encoding**, **publishing**, and **distributing** high-quality podcasts. Ideal for employee training, university lectures, presentations — or whatever audio or video podcasts your organization requires — Podcast Producer simplifies the process of recording content, encoding, and publishing podcasts for playback in any desktop computers and mobile devices.

Apple Corner 21st-century learning technology



Apple Corner is a group of iMac that is built exceptionally for subject liked Creative Art, ICT or even Language subject that facilitated by information technology. Now let student explore more on the subject themselves. With the built-in iLife '08 suite of digital authoring applications, they can create media-rich digital projects that help them develop critical 21st century skills.

Creative M-Learning Real-time Experience



Apple let your learning really takes off using **Mobile Technology**. Providing continuous access to educational materials, along with easy ways for learners to **connect**, **collaborate**, and **share**. Create content using iLife '08 in your mobile devices and share it with teacher or student, then sync it immediately no matter where you are.



Linux & OSS Best Solution Award 2005 - 2009

The Best System Integrator

Cypher Martin Systems



As Cisco Systems' Premier Partner, Cypher Martin is in full force to promote Cisco's Unified Communications solution.

About

Cypher Martin Systems Ltd. is a well known system integrator in Hong Kong providing service on IT infrastructure, networking and system integration. With over 18 years of experience, it is the first to provide Linux system integration service in Hong Kong. Presently, it is the authorized business partner of Red Hat and Novell SUSE Linux in education market. As Cisco System's premier partner, Cypher Martin excels in providing total solutions on network infrastructure, wireless network, network security and unified communication. In a heterogeneous network environment, there is always need for enterprise and corporations to integrate different operating systems, applications and hardware from different manufacturers. Through the professional integration service from Cypher Martin, customers can obtain the most comprehensive technical support.

Target Market

According to research from CCID Consulting, the overall IT market in China reached 679.8 billion RMB in 2007. For the coming five years, it is expected to maintain a growth rate of 17.2% each year and will soar up to 1,500 billion RMB in 2012. Take a look at the structure of IT market as a whole, the software and service portions have already occupied 38.3% of the IT market in China. The IT service sector continues to expand rapidly with growth rate exceeding 28%. Meanwhile, the Linux

software market in China has already reached 200 million RMB in 2007. Compared with 2006, there is 20% growth which indicates that there are more business opportunities for the system integrators and IT service providers.

Reasons for Award

Competitive Advantages

1. Authorized Apple Reseller

Cypher Martin has always been wellknown for providing solutions that meet the customer's need. It will become the Authorized Apple Reseller this year. In the coming seasons, Cypher Martin is aiming to localize Apple's solution offerings in overseas market and introduce them to the local SME and education sector. Riding on the unprecedented success of Apple's iPod and iPhone in consumer market, other products such as iMac, MacBook and Mac OS X Server are also getting more attention. Some corporations even consider setting up their own Podcasting servers for broadcasting purpose. In addition, ESF South Island School has strategically setup its one-student-one-MacBook (1-to-1) wireless study environment in campus with a gross total of 1,000 users including both students and teachers. Cypher Martin successfully assisted the school in connecting their Mac computers with Cisco's wireless network — Unified Wireless, and other Cisco secure switches.

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The Best System Integrator



Cypher Martin become the Authorized Apple Reseller this year. (left)

Cypher Martin is offering its 3-year Red Hat Academic License subscription scheme to all schools in Hong Kong. (bottom)

2. Simplify Linux Implementation and Management in Campus

Cypher Martin has been partnering with Red Hat and BroadLearning Education for many years. As many schools opted to implement eClass online eLearning system, other solution providers' and schools' application on Linux platform and they need to purchase Red Hat Academic License for their Linux servers at the schools, Cypher Martin has helped over 500 schools to purchase their licenses so that they could obtain regular technical support and software updates. In order to simplify the administrative work for the schools' subscriptions, Cypher Martin is offering its 3-year Red Hat Academic License subscription scheme and optionally provides media kit to individual schools in need. To fulfill the need of large scale implementation in Macau and Hong Kong universities and institutions, Cypher Martin is offering extremely preferential price to promote its school-based scheme Red Hat Campus Wide. After procurement, they benefit from using the same standard of Linux in all systems of every department and faculty within the campus which effectively simplifies system development and management tasks. As voiced out by the Business Software Alliance (BSA), all corporations should use legal copy of software. Education sector should be encouraged to promote more usage on Linux and open source software to support licensing.



Customer Benefits

1. Strengthen the Integration of Wireless Network and Mobile Learning

Mobile learning is a major trend in Hong Kong's education sector. In order to achieve the vision of "learning anywhere and anytime", some schools are active in the usage of wireless devices such as notebook computer, tablet PC, PDA and mobile phone as mobile learning tools. In 2008, Cypher Martin will join hands with Christian & Missionary Alliance Chui Chak Lam Memorial School and Shun Tak Fraternal Association Yung Yau College, in addition to Po Leung Kuk Chee Jing Yin Primary School, to promote education application using

Linux & OSS Best Solution Award 2005 - 2009 The Best System Integrator

wireless network, giving a trial run on the latest Draft-N wireless network solution from Cisco. Besides, Cypher Martin will be promoting Cisco's WebEx conferencing and training solution to the education sector and introducing to them how best to apply the latest Web 2.0 technology in education.

Comment

This year, Cypher Martin is preparing to extend their support service from primary and secondary schools to all 800 to 1,000 kindergartens in Hong Kong. It is known that the government has launched the Kindergarten and Child Care Centre Fee Remission Scheme, the kindergartens would potentially need to enhance IT in education to promote the learning abilities of their students.

However, lack of dedicated technical expertise will drive them to acquire system integration specialist or service provider like Cypher Martin to help. As a matter of fact, SMEs, and schools also face the same difficulties on technical support issues as the technology is changing every day. Relying solely on the previous expertise of their internal technical staff will no longer be possible to solve the huge technical problems in real life. Furthermore, most corporations do not allow their technical staff to use their production system and network as test bed for proof of concept. Incompatibility of products from different vendors often occurs when new equipment is installed. As a result, it could not operate normally. Since Cypher Martin has partnership with many large vendors, every new equipment must be tested before installation to ensure that it will be deployed properly and up to the required security level.


Successful Customer Case Reference



Ms Siu Wai Lin(left), Sales Director from Cisco's Hong Kong Business Market, Mr Cheung Tin Man(middle), Marketing Manager from SWIPE (HK) Ltd, and Mr. Hui Kuen Tak, Chief Business Development and Marketing Director from Cypher Martin, demonstrate different applications of Cisco's Unified Communications including hotline distribution, video-conferencing and MeetMe voice conferencing.

SWIPE (HK) Ltd Promoting Unified Communications in Business

The main focus of Cisco this year is on promotion of Unified Communications (UC). With assistance from Cypher Martin, SWIPE (HK) Ltd, the Hong Kong sole distributor of household cleaning product series from SWIPE (US) Ltd, successfully replaced its traditional PABX telephone system by Cisco's Unified Communication System to provide more efficient and straightforward communication between co-workers, offices and customers. Besides, Cypher Martin would assist 4 pilot schools to setup Cisco UC500 and Cisco IP telephone system as a trial for them to experience the capabilities of new generation of technology in communication. Cypher Martin's Chief Business Development and Marketing Director Mr. Hui Kuen Tak said, "Cisco CallManager is the IP-PBX software in Cisco UC solution which has both Windows and Linux versions. Many customers prefer the Linux version because it requires less hardware resources and is more stable and secure. In near future, Cisco will provide VMware virtualization on Enterprise Data Center and CallManager to consolidate multiple servers on a suitable configuration of hardware to further lower the cost and optimize the management."



We are a hardware/networking, systems-convergence and eSecurity solutions provider with competence for products and solutions of Networks, Internet Access, Firewalls, Enterprise Anti-virus, eSecurity, Network Assessment, Streaming & VPN/ IPT/ UC.

Our objective is to provide reliable, available & scalable system infrastructure, technology-wise and managerial business solutions with integrations in crossed platforms, like MS Windows, Mac OS X, Redhat Linux, Cisco IOS to SME and institutes /schools of HKSAR with continuous support also for the customers in the Southern China (PRC) & Macau.

Working • LIVING • PLAYING



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