



Audiovisual Technologies and the effects on efficiency, transparency & accountability in state legislature



Julian Phillips
Vice President, Whitlock

Who is Whitlock

Founded 1956
Richmond VA



- Privately held, John Whitlock
- National & Global Presence
- Government & Commercial
- 2nd Largest AV Integrator USA
- 550 highly trained people
- Growing & employing in VA

Personal Introduction

Julian Phillips, Vice President of Whitlock

- British National, Commonwealth PA resident
- Graduate of History & Politics at Warwick
 - Lectured MBA classes at Lancaster & Cranfield
- 25 Years experience in technology solutions internationally – Tech Evangelist
- Technology advisor to a number of private equity firms, industry analysts and government bodies (UK)

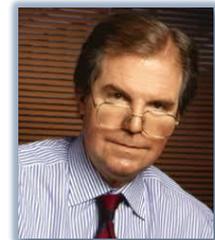
Being Digital

Nicholas Negroponte, founder of the Media Lab at MIT, “One Laptop per Child” and Wired Magazine. Younger brother of John Negroponte, former Deputy Secretary of State.

“The change from atoms to bits is irrevocable and unstoppable. Why now? Because the change is also exponential — small differences of yesterday can have suddenly shocking consequences tomorrow.”

Being Digital

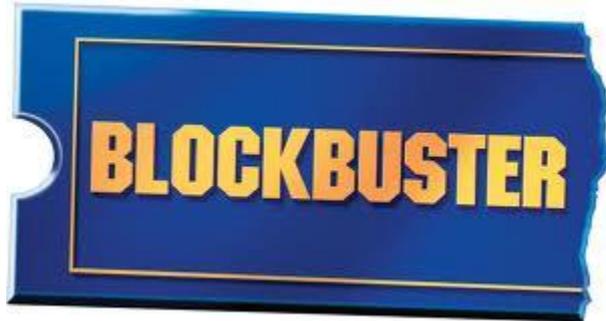
Credibility: “The Negroponte Switch”



atoms

v

bits



v



If only we knew then ?



v



1

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14

The benefits of AV technology



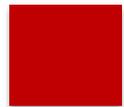
Cost reduction – travel, expenses, real estate, security



Productivity – less commuting, more hours with more people



Social inclusiveness – providing access to the many, not the few



Transparency – showing, recording, archiving and publishing



Responsibility – environmental impact, more bits, less atoms



Quality – clarity leads to better understanding & decisions

AV Applications

The Video Conference Committee Meeting



AV Applications

Video Enabled Home Working



AV Applications

Video Capture & Social Media Distribution



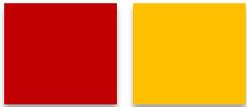
AV Applications

Digital Signage & Interactive Kiosks



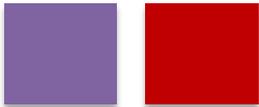
AV Applications

HD digital audio and video



AV Applications

Education & outreach programs



Five reasons not to act now

- 1. Its too expensive, we haven't got the money in the budget**
- 2. If its not broke, don't fix it**
- 3. Our people won't like it, they will not use it**
- 4. We have rules that won't permit us to do this**
- 5. We don't know how to do it**

Best advice from a non-voter

- 1. Firstly, before all else, develop a digital strategy**
- 2. Don't speak technology, talk transformation**
- 3. Develop your own “benefits rainbow”**
- 4. Pilot aggressively, plan for success and scale**
- 5. Be brave, publish and be damned**



Thank You Q&A

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