Qik

WELCOME TO QIK

http://qik.com/

<table>
<thead>
<tr>
<th>Section</th>
<th>Table of Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>Founders and Development</td>
</tr>
<tr>
<td>II.</td>
<td>The Purpose of Qik</td>
</tr>
<tr>
<td>III.</td>
<td>How Does Qik Work?</td>
</tr>
<tr>
<td></td>
<td>a. Registering for Qik</td>
</tr>
<tr>
<td></td>
<td>b. Installing on Your Phone</td>
</tr>
<tr>
<td></td>
<td>c. How to Start Using Qik</td>
</tr>
<tr>
<td></td>
<td>d. Using People Menu</td>
</tr>
<tr>
<td></td>
<td>e. Using Events Menu</td>
</tr>
<tr>
<td></td>
<td>f. Using Video Menu</td>
</tr>
<tr>
<td>IV.</td>
<td>Qik Outside of Education</td>
</tr>
<tr>
<td></td>
<td>a. Contests</td>
</tr>
<tr>
<td></td>
<td>b. Tracking Vacations and Trips</td>
</tr>
<tr>
<td></td>
<td>c. Broadcasting</td>
</tr>
<tr>
<td></td>
<td>d. Staying Connected</td>
</tr>
<tr>
<td></td>
<td>e. Enhancing Business</td>
</tr>
</tbody>
</table>
## I. Founders and Development of Qik

**Ramu Sunkara** is the CEO of Qik, Inc. He received his Master of Science degree in Computer Science from the University of Wisconsin and his Master of Business Administration from Boston College. Sunkara started as the lead architect at Digital then proceeded to be the Vice President of Real-Time Communications and Collaboration Products at Oracle, then the Vice President of e-Business Suite at Oracle and finally became the Senior Director of Grid Computing Products at Oracle. He is currently the Co-Founder and CEO of Qik, Inc. Sunkara has also authored 16 US patents on software architecture.  

**Vijay Tella** is the Director of Products and Operations at Qik, Inc. He received his Bachelor of Technology from Indian Institute of Technology in Madras. He received his Master of Science degree in Computer Science from the University of California in Los Angeles, California. Tella was an Engineer, Director, and Vice President of Teknekron Software Systems from 1988-1997. Following this he was the Senior Vice President in Engineering at TIBCO Software from 1997-2003 and then he became the Chief Strategy Officer and Fusion Middleware at Oracle from 2003-2007. 

**Nikolay Abkairov** is the Chief Technical Officer of Qik, Inc. He received his Master of Science degree in Computer Science from Moscow. Previously, he was the Technical Division Director of SPIRIT DSP as well as leading technology development of Visivo. 

**Bhaskar Roy** is the Product Manager as well as the Director of Marketing for Qik, Inc. He received his Bachelor of Engineering and Computer Science from Birla Institute of Technology. He also received a Master of Business Administration degree from the University of Phoenix. Roy was previously a Senior Systems Analyst at Tata Consultancy Services from 1990-1998, Chief Operating Officer of Opsol Integrators Inc. from 1998-2000, Founder of Eazen Inc. from 2001-2001. Roy was the Director and Product Manager of Oracle Corporation from 2003-2005, along with the Senior Principle Product Marketing Director of Oracle Corporation from 2005-2007. Roy is the Co-Founder of Qik, Inc. 

**Brad Rode** is the Business Manager and the Corporate Developer of Qik, Inc. He received a Bachelor of Science in Computer Science from the University of Alberta, Canada. Previously, he was the Senior Vice President and a founding team member at Taknekrone Software Systems, Inc. He was also the Chief Operating Officer of Kabira Technologies, Inc., then the Chief Executive Officer of iPin as well as the Executive Vice President of Products and Technology of TIBCO Software, Inc.
II. The Purpose of Qik

Qik is a technology that has been developed for one sole purpose: streaming live videos online from your mobile phone. Qik allows you to stream your live videos straight to the internet with only a few second delay. In a matter of seconds, people around the world are able to see your live videos. This technology provides an inexpensive, fast and easy way to capture any event that would normally fill an entire phone's memory storage or more. During a live stream, internet viewers can interact with you by sending in text chat messages that are displayed in real-time on the handset. This allows viewers to feel more involved in filmed events and to interact with the person filming by asking questions and making comments or suggestions to which the person filming can reply through the audio of the stream. The developers have made Qik reliable, fast and secure and they are always thinking of ways to innovate. Obviously, this new technology has opened the door to many uses that are discussed in further detail below.

III. How Does Qik Work? How To Start Using Qik

Registering For Qik

The first thing that all Qik users must do is to register for the application at the Qik sign-in webpage http://qik.com/sign_up. To register, a small amount of information is needed. A username and password is sufficient for the first page of setup. This is for security purposes. The page consists of selecting the brand of the phone and phone model. If it does not show your phone model then an option titled "other" will be at the bottom of the list. Click "other" and type in your phone model. Once the phone brand and model have been chosen, the download page is next. On the download page there will be three choices. The first option is to get Qik via SMS. The second option is to get Qik via PC. The third option is to get Qik via WAP. The first option is the most commonly used. The phone number with an area code is needed. Do not put in an incorrect mobile phone number, or else you will not be able to register. It will then send a text to the phone. This text will give further information about what website to visit to download the Qik application to the phone. Once these things are done, you will be asked to fill out your profile. Your name and a picture is enough information to get started. You can later edit it if you want. No credit card details are required for registration. Qik is still in the beginning stages of building their application to new extents. Therefore, Qik does not provide compatibility with all mobile phones on the market. Qik is currently available on more than 108 mobile phones. To see a list of compatible phones, click this link http://qik.com/info/supported_phones. It is time to enjoy the amazing features of Qik.
If you experience problems in registering for the Qik application, send an email to support@qik.com. Qik employees are on stand-by to answer any questions.

Installing Qik on Your Phone

Once the SMS message has been sent to the phone go to http://d.qik.com from your phone browser. Select your phone model to download Qik. Once the Qik application has been installed on your phone, you should be notified. Launch the Qik application. The final step in installing the Qik application onto your phone is to select “create a new account.” Installation of Qik to your mobile phone is complete. Qik is pre-installed on some newly released phone models. Select the Qik feature and create your account.

How to Start Using Qik

Qik uses the word "stream", which means a video is transported into the internet. The transporting of the video is effective and easy to use. Locate and select the Qik application. Once you have selected the application, Qik will start searching for an available network to "Stream" videos to the internet live. The time in which this occurs depends solely on how powerful your wifi connection is, and how advanced the wifi technology is on the mobile phone. Once the connection has been established, select the “Stream” button to record video live onto your account. You must be logged onto your account to view your live video. To stop “Streaming” live video select the record button. The live video will instantly be “Streamed” to www.qik.com/username, where your account is the username following “.com.”
Once the video is “streaming” you may begin to view it on your account. Your account page has numerous features. You may view any of your videos and delete them as you wish. Privacy settings can be set for the videos, which are public or private. Titles and descriptions can be given to videos as well. A share tab is available, which allows you to enter an email or a Qik username to notify people to watch the video. A download tab is available, which allows you to download your video in a .flv or .mp4. An "add to favorites tab" is available, allowing you to tag a video as a favorite. On the right of the video screen is another list of features, which are info, live chat, comments and map. The "info" feature allows you to view the title, description, and the url link which was given to the video. The "live chat" feature allows you to instant message other Qik members. The "map" feature tool designates the exact location of the video, while the "comments" feature enables you to provide additional information for the viewer.

Using the People Menu

A useful tool on the Qik website is the ability to create Groups underneath the "People" menu. Groups can be dedicated to certain interests. For example, one can create a Group called "Educational uses for Qikkers." This allows posting of videos pertaining to educational uses of Qik either in or out of the classroom. Another example of a group might be entitled, "Obama Group", containing videos pertaining to Barrack Obama's journey to become the 44th President of the United States. In this way, those interested in viewing these Qik videos can be easily grouped together. One can also invite others to join their group or a group that they are part of by allowing Qik to email them or notify them on their account. Underneath the "People" Menu one can also view "Top Qikkers." "Top Qikkers" is a means allowing people to view popular and interesting videos. Once "Top Qikkers" is clicked, it will bring up a list of people who have the most viewed videos, which indicates that it might be worthwhile to watch.

Using the Events Menu

Qik members may post events on the Qik website. Notifications of events can be sent to members reminding them of important dates and times. Anyone can view past or present events that have or are occurring on the Qik website. It also can be utilized as a "breaking news" informational tool. This particular feature is critical, enabling the viewer to become instantly knowledgeable and aware of an event.

Using the Video Menu

The video menu feature is available for all people to view any video that has been posted onto Qik, unless the video has been deleted by the producer. Underneath the "Video" menu are "Hot Video" and "View All." Hot Video is a feature that allows people to view interesting videos that have a substantial amount of viewers. "View All" is a feature that allows people to search for all videos that are on the Qik website. A search engine is provided to type in a video that you know or think is on the Qik website.
IV. Unique Ways of Using Qik Outside of Education

There are many good ideas and ways to use Qik which set Qik apart from other applications. Qik is not only great because of the awesome technology that lies behind the application, but also because of the variety of ways in which people can use it to enhance aspects of their daily life. Here are some unique ways of using Qik. Not all of these ideas and uses may apply to you, but these may assist you to discover even more applications for this amazing technology.

Contests

Qik and Qik users hold contests whereby users submit Qiks on a certain theme or topic to be eligible to win prizes. Qik has had a variety of unique contests held on their site. One contest started by Qik was to Qik your Thanksgiving and Black Friday experiences. The winner received an iTunes gift card from Qik.

Tracking Vacations and Trips

Qik is a good way to document trips and vacations to either share with your friends and family privately or with the world. With Qik's new "share your location" tool, Qik will put the user's location on a map next to his/her video. Users may decide whether or not they want to share their location and how accurately they would like their position to be pinpointed. Users can set their location tracker to hide their location, display the city, the street or even to track their precise position at any given time.

Broadcasting Events and News

Qik has a special section on their website for events. Users and Qik post events and users stream their live Qiks in order that the world can witness the event also. One event on Qik was Obama's Inauguration 2009. For this 4 day event, Qik partnered with BBC, The Houston Chronicle and CBS and asked Qik users to post videos showing their experiences at the inauguration and their thoughts on the new Obama Administration. Thirty-five users responded with 190 videos, which have received over 35,000 views.

Because of the portable nature of this mobile phone technology, many people are using Qik to broadcast live and breaking news which may not have otherwise been captured. It allows for on the spot reporting and information to be shared with viewers from all around the world.
Staying Connected to Family and Friends

In a fast paced society it is often difficult to stay connected with friends and family. Users of Qik can stream live videos of special events, such as family reunions, weddings, livestock shows, contests, sporting events, parties or even significant life events like a baby's first steps. It is possible to view other users' videos and to even participate in a live chat while the video is streaming. This technology enables you to share moments of your life with others.

Enhancing Business

Increasingly, companies are using Qik to advertise their products, and to let people know about new resources. Qik works particularly well for this application because it allows consumers to react to these posts and provide invaluable feedback for companies about their products and services.

V. How Is Qik Related to Other Applications?

Qik has begun integration with other web 2.0 applications, enhancing its popularity. This is important for Qik users, because now Qik is even more fun to use. Your live videos can be seen by numerous people.

Facebook

Qik enables you to go live on your Facebook profile. Facebook is a free-access website that is owned and operated by Facebook. Facebook is a person to person connection too. Qik is working diligently toward the ability to stream live video to Facebook. Your friends will be able to chat live to you on your phone, which is a feature that Facebook is well known for using. The person taking the video on their phone will be able to talk to the person that is chatting with them on Facebook. This technique is essentially the same way in which Qik streams live video to the Qik website, except it will be streaming live video to Facebook. Currently, Facebook members can embed their Qik videos on their Facebook account. It is the same way in which Facebook members put regular video on their accounts.

Seesmic

Qik enables you to work with the application, Seesmic. It is a technology partner of Qik. Seesmic is a website, which provides information, text, graphics, videos, and other materials. The information, text, graphics and other material are created or provided by people, which appears on the Seesmic website. Seesmic also provides the ability to create, post, and playback videos on third party sites via the use of their video comment plug-in (www.seesmic.com). Seesmic allows members to post live Qik videos on your Seesmic account. This allows people that have Seesmic accounts to view your live streamed videos and have live video conversations directly from Qik (Qik.com/info/partners).

Myspace

Qik enables you to go live on MySpace. MySpace is a place to connect with friends. Facebook is quite similar to MySpace and you will notice that some features, such as chatting live, are important. While chatting live through MySpace you can share with your friends' videos, video clips, and music videos. Qik can stream live videos to MySpace just like you will be able to stream live videos to Facebook.

Youtube

Qik and YouTube have worked diligently to integrate each others' technologies. Once a video has been streamed to Qik, the Qik website saves the video. Members of Qik that have accounts with YouTube, which is easy and painless to apply, can post their videos onto YouTube. YouTube is a world wide website whereby people can post videos they have made using video cameras, mobile phones, or computers. Viewers from around the world are free to watch these videos that are shared, which can now be streamed from Qik.

Mogulus

In short, Mogulus is a live, broadcast application on the internet with a browser of its' own, which people can form live, scheduled, and on-demand internet television to share anywhere on the world wide web. Qik and Mogulus are partners. Qik can stream live videos to this
broadcast application, thus sharing with anyone having a Mogulus account. The relationship between these two partners is best exemplified through the words of Mogulus’ CEO.

“Qik is our primary partner to enable our producer to broadcast live from a phone to their Mogulus channel. Together we provide the most comprehensive LIVE broadcasting solution enabling Producers to broadcast live from any device, anywhere,” said CEO of Mogulus, Max Hao.

Twitter

Twitter is a "social networking and micro-blogging service" which allows its’ members to notify friends or family of updates on the Twitter website. These updates are text-based messages. These text-based messages are limited to 140 characters. Think of Twitter like a bird tweeting or communicating with other birds through some kind of language. Twitter's tweets are those text-based messages that are sent to the Twitter website for people to be notified. Qik is partners with Twitter. Qik members use Twitter to notify their watchers when they start to stream live video onto the internet. This is convenient for Qik and Tweeter members.

Ovi by Nokia

Qik is also a partner with Share On Ovi by Nokia. Qik has been invited by Nokia to be a Forum Nokia Pro Partner. Ovi is the Nokia site with free storage for video or photos as well as having the ability to share the videos with others through the web. Ovi is absolutely free for all those wanting to sign up and take advantage of what they have to offer. In addition to being a site that has unlimited storage for your video and photo needs, Ovi supports many different media file types as well. There is a complete list on the official Ovi site of over 100 different media files; therefore, you do not have trouble sharing in almost every format that you would want.

The Qik video streaming is compatible with almost every blogging site. Other sites that that are able to stream live are 12 seconds, Blogger, Tumblr, and Wordpress. Some other sites for sharing the already streamed videos are Technorati, Del.icio.us, Stumble It!, Digg It, and Wordpress.
VI. Using Qik for Educational/Learning Situations, Lesson Plans

Before Reading Lesson Plans

Here are several instructional activities that can be implemented within elementary, secondary, post secondary, and the business/industry realms. The lesson plans are given in a brief form. To view a more detailed version of the lesson plan, a 2003 Word Document and a PDF File are available below each brief lesson plan. Please feel free to click on the links to view the detailed versions.

In the Classroom

Here is a lesson plan for science for 1st grade involving a scientist from the American Museum of Natural History in Chicago in a Qik video explaining and describing different types of dinosaurs.

Dinosaurs at the Museum lesson plan.doc
Dinosaurs at the Museum lesson plan.pdf

Here is a lesson plan for kindergarten where students watch Qik videos relating to different themes about seasons and then doing an activity to show what they have learned.

The Four Seasons Lesson Plan.doc
The Four Seasons Lesson Plan.pdf

Here is a lesson plan for 6th grade about cultural awareness. The activity involved students creating Qik videos about different cultures and then sharing them with each other, teaching them about cultural awareness, respect, and appreciation.

Culture Lesson Plan.doc
Culture Lesson Plan.pdf

Here is a lesson plan for 11th or 12th grade that involves a Qik video about Hispanic artist Maria Elena followed by a class discussion.

Hispanic Lesson Plan.doc
Hispanic Lesson Plan.pdf

Here is a lesson plan for 11th or 12th grade about video journalism where students learn about video journalism and then use Qik to make a broadcast.

Journalism Lesson Plan.doc
Journalism Lesson Plan.pdf

Here is a lesson plan for 12th grade and students who are looking into higher education for careers. Students will interview people in occupations that they are interested using Qik to make a video of the interview that they will then share with each other in class.

Economics Job Shadowing Lesson Plan.doc
Economics Job Shadowing Lesson Plan.pdf

Here is a lesson plan for college science majors involving a class discussion after viewing Qik videos regarding cloning.

Cloning Post Secondary Lesson Plan.doc
Cloning Post Secondary Lesson Plan.pdf

Here is a lesson plan for college science majors. Students will use Qik and the "live chat" feature to learn about DNA and have a class discussion.

DNA Post Secondary Lesson Plan.doc
DNA Post Secondary Lesson Plan.pdf
Here is a lesson plan for college science majors. Students learn about evolution and how to spot signs of evolution. They will then use Qik to record their findings.

Evolution Post Secondary Lesson Plan.doc
Evolution Post Secondary Lesson Plan.pdf

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In the Real World

Here is a way to use Qik to communicate in a business presentation with people who may not be in the room.

Presentation Business Plan.doc
Presentation Business Plan.pdf

Here is a way for a realtor to use Qik to show potential buyers a house that may be located far away from where they currently live.

Realtor Use Plan.doc
Realtor Use Plan.pdf

Here is a way to use Qik in an interview process.

Interviewing Employees Plan.doc
Interviewing Employees Plan.pdf

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VII. Examples of Educational Value and Potential Value of Qik

Educational Value

Qik is such a new technology (launched in 2008), it is difficult to find many examples of educational applications of Qik that have been or are currently being used. The University of Helsinki in Finland currently puts some of their lectures, presentations, etc. online throughout the Qik website. Other than the few examples of universities or schools that stream online, we can only speculate about the purpose that this technology may serve in the future of education. It provides the obvious virtual aspect of learning which can happen from classrooms in different countries around the world. It provides a way for students to document their experience, whether it be streaming the notes of a class online for storage or other educational purposes. It also allows students to document educational experiences as a group project progresses for others to see online or for their own benefit. A teacher can also "live time" transfer lesson plans from outside the classroom straight into their classroom and use it as an educational tool. This allows the students to participate in the lesson in an immediate manner.

(PowerPoint presentation in adobe form from Qik, Inc.)

Potential Value

- A potential value of Qik that has just been recently used is to conduct interviews that collaborate with viewers. The viewers are then able to interject with input, questions, or suggestions for the interviewer in real-time. This provides a way for the general public to have their questions answered as well. The potential educational and overall value of Qik is overwhelming. The options around the world have suddenly become limitless because it is like having a face to face conversation with someone or a group of people. It will be interesting to see how Qik begins to impact the entire world with its uses.

- Some of the other uses that have been brought up in the online educational community have to do with online learning. Some of the smaller schools that are just beginning to offer online classes do not necessarily have the ability to allow their students to remotely connect into the classroom via a web phone. One of the aspects being talked about in some of the online education blogs discuss allowing students to address questions to their teacher while they are watching a presentation, even though the presentation may not necessarily be streaming live. This would then enable the students to collaborate with the teacher with their cell phone and a website, rather than having to write an email. This could be especially helpful if the online class is something technical, such as teaching excel or some other program that requires code. This would allow the student to actually show the teacher an error message or what they were talking about, rather than trying to explain with words.
As cell phones begin to have better and better cameras, the ability for Qik to be applied in the classroom greatly increases. Should the technology in Qik be mastered, more and more schools may be able to offer online classes, because Qik could reduce the cost. Using a cell phone with a high-quality camera and the technology of Qik in schools could offer online classes without spending as much money, making this form of education cheaper for students. This would then allow more students to afford the costs of attending college and increase the quality of life of many people living in the United States by giving them a college degree.

VIII. International Purposes

Because of Qik’s capacity to reach and interact with an audience worldwide, there are many examples of this technology being used in a variety of international settings. Qik’s ability to facilitate individual expression and the ease that people have in broadcasting their thoughts and opinions online has had both positive and negative reactions from different countries. Rebecca King, Rory Mather, and Dirk Martil, from Australia, have made a YouTube video addressing international purposes. You may view this YouTube video at http://www.youtube.com/watch?v=GzfUN2x3h1c.

Singapore

Qik’s popularity has greatly increased in this country after Prime Minister Lee Hsien Loong demonstrated the technology on his Nokia phone during his address at the National Day Rally in 2008. In his speech, the prime minister praised Qik and assured the crowd that the Singapore government has been, and will continue to interact with citizens through this new media on the internet. Through his use of Qik to record the crowd and part of his speech, Lee Hsien Loong was able to share his thoughts not only with citizens in Singapore, but with an international audience as well. This also brings Qik into prominence within the political sphere.

China

In Tibet’s Tiananmen Square, protesters decrying the human rights violations were recorded by a tourist using Qik.com. The person who captured the video, Noel Hidalgo, was deported from China because of his release of this video. In the subsequent days, video sharing sites including Qik and Youtube were placed on the banned site list in China. This highlights the potential legal ramifications that this technology may have in certain countries.
United Kingdom

The British Broadcasting Corporation (BBC) has formed a partnership with www.qik.com in order to give a voice to viewers in the UK as well as internationally. Qik is most notably utilized in their ‘Have your say’ section which allows viewers to broadcast their opinions on the BBC website. A select number of these videos are also included in television and online broadcasts through this corporation. The utilization of this technology closes the gap between broadcasting corporations and their viewers and makes news and current events more interactive and accessible to the general public.

Australia

Australia is a vast country, and because of this, many students, both in school and in the post secondary education sector use distance programs in order to complete their studies. The Australian Government Education site, ‘Study in Australia’ reports that Australia leads the world in “the delivery of distance education programs”. Further, for the benefit of the students, “institutions use leading technologies and innovative approaches to deliver programs that can be tailored to meet students’ needs”. Because of the mobility and accessibility of Qik, it has been predicted that this mobile technology will have an increasing place in Australian education in the future.

IX. Related Attachments

Download the brochure that was handed out during the presentation and view a PowerPoint that covers the material presented in the Qik presentation. The brochure is available as a Windows Publisher document and a PDF file. The PowerPoint is available as a PowerPoint document and a PDF file.

Qik Presentation Brochure.pub
X. CLICK HERE FOR: References