**VIRTUAL UNIVERSITY AND INTRALEARN SET THE STAGE
FOR "SMART, LEARNING NATION"**

Introduction

The Government of Pakistan has declared the Virtual University ("VU") as one of the highest priority projects in its "IT Action Plan" for the country.   Aimed at meeting the critical need for IT education in Pakistan, the VU is also seen as the first step for a "smart, learning nation" approach to socio-economic development in Pakistan.

"The key to a smart, learning nation development strategy is to organize institutions and the population at large to take advantage of the technology now available to unleash and nurture the talent in the full population, not just a mostly-urban elite", said Dr. Naveed A. Malik, the Project Director of the VU. "The idea behind the Virtual University is to bring together a critical mass of quality faculty to provide world-class education in the IT sector to a large student body. The VU will utilize the services of quality individuals wherever they may be without relocating them".

e-Learning Over the Internet and Television

President General Pervez Musharraf, while inaugurating the VU, commented to Dawn, an English language newspaper "Since there was an adequate infrastructure available in the country, the setting up of a Virtual University would go a long way in producing quality students. I hope that the Virtual University will provide quality education as part of the distance learning through television and Internet".   The Internet facility, he pointed out, had been extended from 25 cities to 500 cities and towns in the country.

The "Internet facility" refers to the public and private learning centers that are being established throughout the country, for those who cannot afford connections in their homes. The "distance learning through television and Internet" refers to a unique approach that has been adopted by the creators of the VU -- combining the power of two popular media, the Television and the Internet, for the delivery of higher education. A virtual, interactive, classroom environment is provided over the Internet, and at the same time, lectures are delivered over the air on PTV2, a national TV channel.

Virtual Classrooms Using the IntraLearn e-Learning Platform

To create its virtual classroom environment, the VU needed to select a powerful e-Learning software platform that could provide rich interactivity between the teachers and the students as well as detailed tracking of the various learning activites. Furthermore, the e-Learning platform had to provide a strong mechanism for serving content over the Internet, so that the students could review the lectures notes online, as a supplement to the lectures delivered over PTV2.   To fulfill these needs, the VU chose IntraLearn's industry leading e-Learning software platform.

"We evaluated several leading e-Learning systems, and the IntraLearn system scored the highest on our list of required features. Proven scalability and reliability were some of the key factors on our list. The IntraLearn system, being used by 500 universities, corporations, and associations worldwide, certainly had a diverse set of installations globally, and it also had several successful large-scale installations", said Dr. Naveed Malik.

"The IntraLearn system offers proven scalability out of the box. Our standard product even supports a clustered server configuration, with multiple, redundant, hardware servers, and this allows our customers to grow their online student population tremendously without worrying about what is going to happen to the system", added Kashif Rana, Managing Director of IntraLearn Asia.

Once up and running, the IntraLearn e-Learning platform readily organizes the teachers, students, and administrators into a centralized database system and enables rich interactivity between all participants. Discussion boards, chat rooms, and project team rooms are just some of the collaboration tools that are available within the IntraLearn platform. To allow the measurement and reporting of the students' individual and combined learning experiences, the IntraLearn system provides various progress tracking features, an assessment module for conducting exams and assignments, and a comprehensive report generation tool.

Affordable e-Learning Implementation

"We quickly realized in dealing with IntraLearn that they share our vision of keeping the delivery cost of online education low", said Dr. Naveed Malik. "IntraLearn understood our constraints and offered us a very competitive, win-win, business model (price) for their system".

"IntraLearn packs the features of expensive, high-end, e-Learning platforms into a leading enterprise-class product, and yet it is sold at a mid-market price. That is how we deliver the best value proposition to our customers and maintain our leadership in the mid-market", said Kashif Rana.

About IntraLearn Software Corporation

The IntraLearn Software Corporation, founded in 1994 with headquarters in Northboro, Massachusetts, USA, is the leading global supplier of configurable e-Learning applications. More than 500 corporations, academic institutions and associations use IntraLearn to provide e-Learning to millions of learners worldwide. The IntraLearn software platforms are comprehensive, enterprise-class, e-Learning solutions that make it easy and affordable to create, deliver and measure interactive learning over the Internet and intranets. IntraLearn is a Microsoft Tier 1 Partner in e-Learning and Education, as well as a member of the Microsoft Gold Certified Partner Program.

IntraLearn has focused on becoming a global provider, with regional offices and engineering resources located throughout Asia and Europe. In Asia, IntraLearn has subsidiaries/offices located in Singapore, Malaysia, and India, as well as a network of more than a dozen resellers throughout the various Asian countries.

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