

TATA COMMUNICATIONS

Creatively demonstrate the potential of the Tata Communications Telepresence service and the ways it enables people to work together better.

Background

Tata Communications is a leading global provider of a new form of communication: Telepresence. Tata's Telepresence service creates rich and realistic meeting experiences – between different groups of people in different locations.

Tata Communications are dedicated to providing not just the technology of Telepresence but also the Telepresence service, which has three components:

- 1) Private Rooms: Telepresence facilities within an organisation, built on their site and typically used internally to connect to other offices within the organisation.
- 2) Public Rooms: Pay-per-use Telepresence facilities located in hotels etc, that connect to enterprises' private rooms or other public rooms. This extends the number of people who can use Telepresence without investing in building a room themselves.
- 3) Exchange: Connecting people from different organisations, eg: a company's partner, supplier or customer.

The Challenge

We'd like you to create something; be it photographic, physical, illustrative, film based, advertising related - or anything else for that matter, that creatively demonstrates the potential of the Tata Communications Telepresence service and the ways it enables people to work together better.

Whilst Telepresence has clear relevance to global businesses; it doesn't stop there. We need to visualise how the service can connect users with broader communities; friends, family and the wider world.

We'd like you to creatively bring Telepresence to life, resulting in visual elements we can use in our internal and external communications. We will also showcase all great submissions on the multimedia page of our website.
If you'd like to incorporate our logo in your work this can be found in the project pack.

Experiencing Telepresence

You are welcome to experience Telepresence first hand – details of how to do so can be found in the project pack.

Deliverables, Artwork and Additional Information

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforawards.org>