

Press Release
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**The media portal of the Siemens Stiftung comes to Austria:
cooperation with Tiroler Bildungsinstitut and presentation
at Interpädagogica in Linz**

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The Siemens Stiftung is expanding its partnership with educational centers into Austria through a cooperation agreement with the Tiroler Bildungsinstitut – Medienzentrum des Landes Tirol (Tyrol Educational Institute – Media Center of the State of Tyrol). Effective immediately, the roughly 2,200 digital teaching materials available to instructors on the media portal of the Siemens Stiftung are accessible through the LeOn server of the Medienzentrum. The media portal will also be featured at the Interpädagogica trade fair, November 11–13 in Linz.

The Siemens Stiftung and the Medienzentrum have signed a master agreement establishing the legal basis for their educational cooperation. The agreement is based on the technology that allows standardized descriptions of instructional media – so-called metadata – to be shared across platforms and national borders. The content itself remains the property of the copyright holder – the Siemens Stiftung. The Siemens Stiftung media portal uses this standard, tagging all media with metadata as soon they are created. This metadata includes the title, a description of the contents, copyright information and keywords based on content and didactic criteria.

“The Medienzentrum is the first international partner in our media portal collaborative educational network, following our agreements with the FWU Institut and the Thüringer Institut für Lehrerfortbildung (Thuringian Institute for Teacher Education) in Germany,” explains Maria Schumm-Tschauder, project director at the Siemens Stiftung. “Thanks to metadata technology, which we’ve used from the outset, we are now able to share our catalog of practical, engaging teaching materials with all the instructors at LeOn’s registered schools.” LeOn – short for “Learning Online” – offers teachers online access to electronic instructional media.

Metadata exchange for LeOn

The Medienzentrum imports the metadata into a separate database that, like the Siemens Stiftung media, links them to other relevant sources in LeOn’s media pool. By sharing the metadata, the Medienzentrum can offer its users additional top-quality online media of high educational value with the permission of the copyright holders.

“Given the new role of media in the classroom, the media we use must also adapt. This is where LeOn comes in. And the digital materials from the Siemens Stiftung’s media portal complement our current collection of over 12,000 media modules wonderfully,” says Michael Kern, department head at Tiroler Bildungsinstitut. “Thanks to the metadata exchange, instructors using LeOn now enjoy the convenience of searching relevant Siemens Stiftung media that match their lesson plan.”

Media portal at Interpädagogica

Instructors who wish to learn more can familiarize themselves and experiment with the Siemens Stiftung Media Portal at this year’s Interpädagogica trade fair in Linz. LOKANDO AG, the educational partner of the Siemens Stiftung, will

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present the online portal with its latest content and innovations as a co-exhibitor in Hall FO, Booth 105, from November 11 to 13, 2010.

About the media portal

The Siemens Stiftung media portal was launched in May 2009. In August 2010, after just over one year, the portal already logged its 500,000th download of teaching materials. The media portal offers digital media to help its currently 5,600 registered users from 54 countries prepare and design lesson plans that engage students. The portal is easy to use and currently features some 2,200 up-to-date media on a wide variety of scientific, technical, social and cultural topics. These include individual media such as graphics, worksheets and audio files as well as thematically grouped media packages available for free download. All media are in German, with select media available in English and Spanish as well. The user interface is available in German and English.

For further information or to access the media portal, go to www.siemens-stiftung.org/mediaportal

The **Siemens Stiftung** was founded in September 2008 as a charitable foundation constituted under civil law, headquartered in Munich and endowed by Siemens AG with foundation capital of Euro 390m. The Foundation thereby continues the company's over 160-year tradition of social commitment. The task of the Siemens Stiftung is to find answers to global social challenges, highlight opportunities and provide aid for self-help in emergencies. In line with the Foundation's mission the focus of its activities are social commitment, education, technology as well as arts and culture. The Siemens Stiftung's work is largely operational, i.e. it mainly initiates its own projects and implements these. Further information at www.siemens-stiftung.org

Tiroler Bildungsinstitut – Medienzentrum des Landes Tirol

(Tyrol Educational Institute – Media Center of the State of Tyrol)

The Medienzentrum is a public service of the Austrian state of Tyrol. The center supports the use of media in education, provides innovative media, promotes good media user skills, and creates an environment for the production and optimized use of educational media. Its focuses include providing educational media, creating teaching materials for instructors and producing Tyrol-specific educational media. At the very heart of its work, the Medienzentrum provides advanced training for teachers and consultation on media projects. Current initiatives in the areas of media pedagogy and media cultural outreach include the CineMobil for school films, "JungMedia for school" and the state photo documentation. Technical support (equipment loans and consultation) is also offered. For more information, visit

www.tirol.gv.at/medienzentrum

LeOn

LeOn, which stands for "Learning Online," is the innovative project of the Media Center of Tyrol for electronic distribution of teaching materials via the Internet.

LeOn offer various types of media: film modules, animated films, audio modules, images, graphics, worksheets, exercises, tests, didactic and methodological recommendations, lists of links and much more – currently over 12,000 media modules. For more information, see [What is LeOn](#)