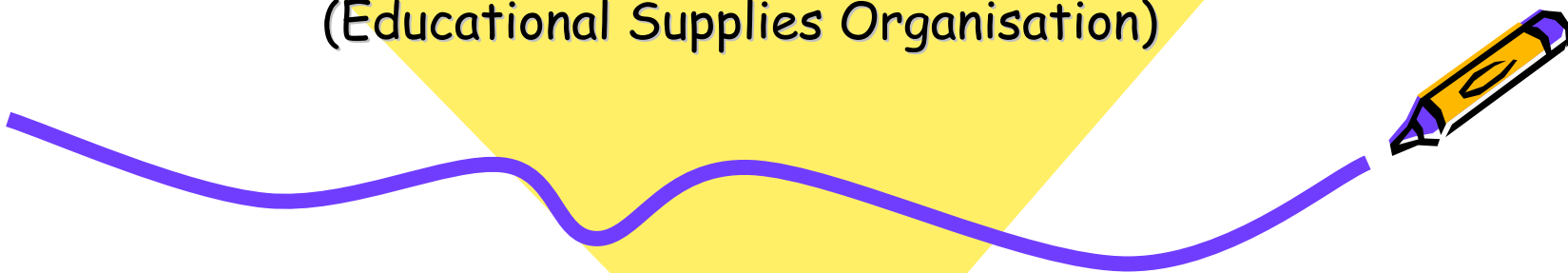




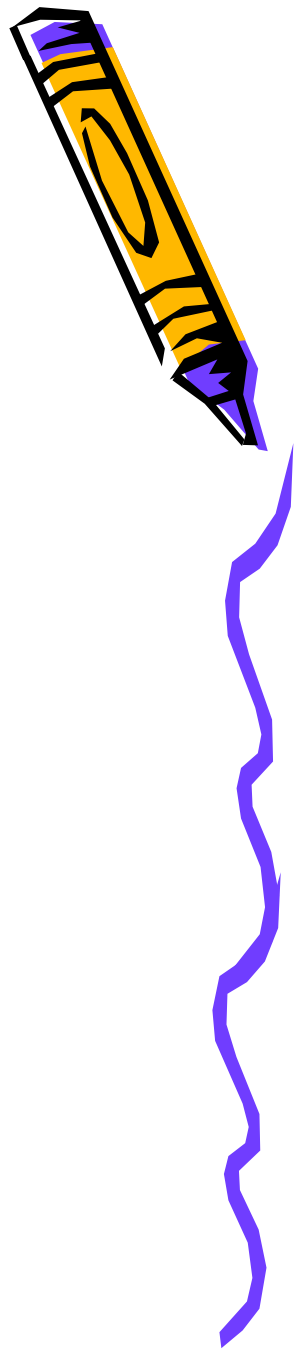
BFU

Brancheforeningen for Undervisningsmidler  
(Educational Supplies Organisation)

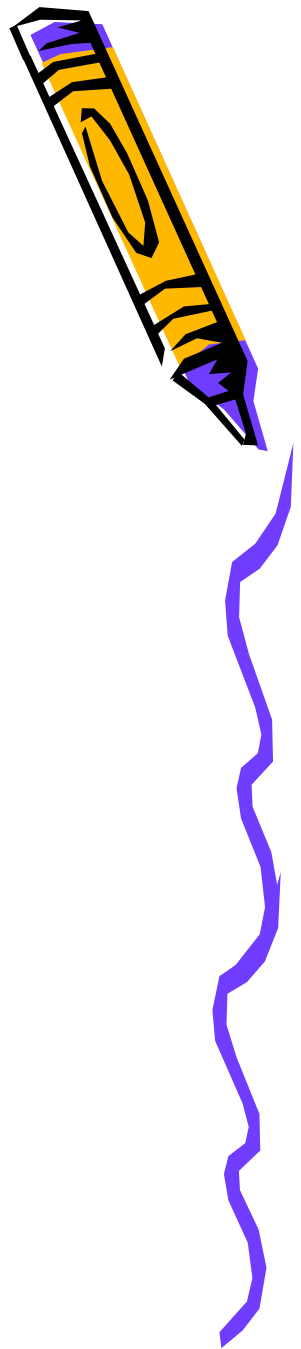


# Jens Viggo Moesmand

- Chairman of the organisation
- Publisher
- B.Sc., B.Com, Computer Science,
- + some experience

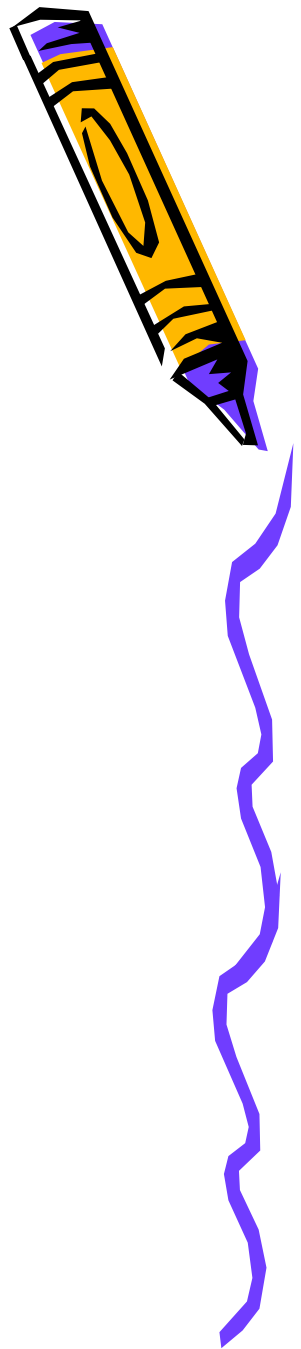


# Areas of interest



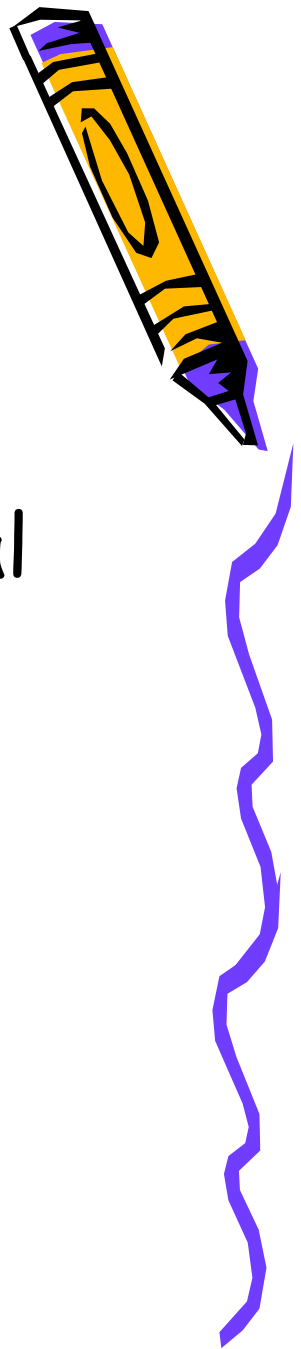
# BFU

- Educational Supplies Organisation
  - Paper media
  - Electronic media
  - Integrated media and Multimedia
  - Other types of supplies, e.g.
    - Wall Maps and Globes
    - Training materials on cardboard



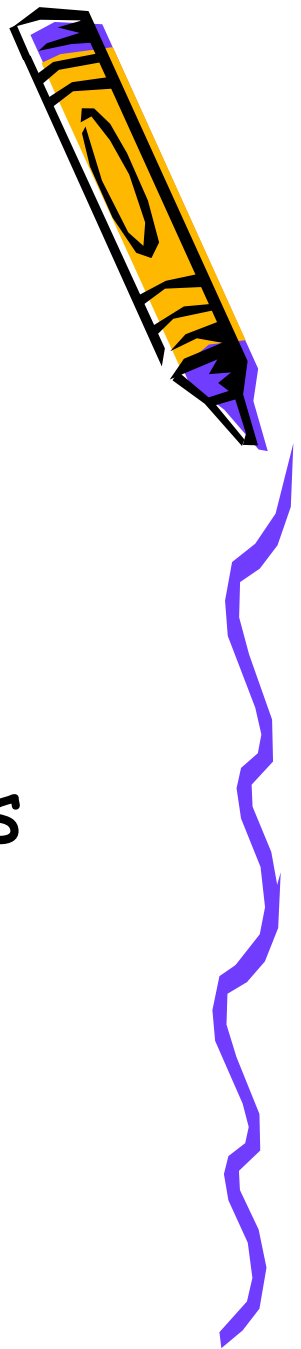
# Paper media

- Books and tasks for teaching following the mandatory ministerial guidelines
- Supplementary material for inspirational and thematic work



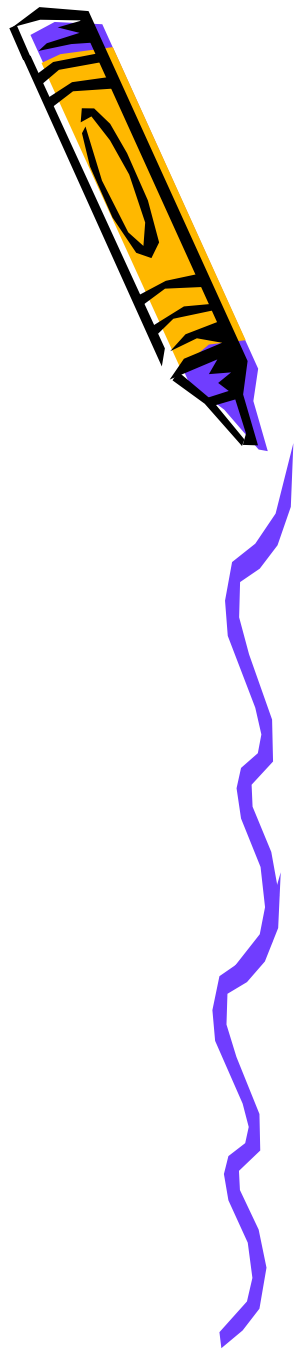
# Electronic Media

- Training programs
- Encyclopiial programs
- Interactive and non-interactive
- More or less integrated with books
- Distributed on physical media
- Distributed as web-accces



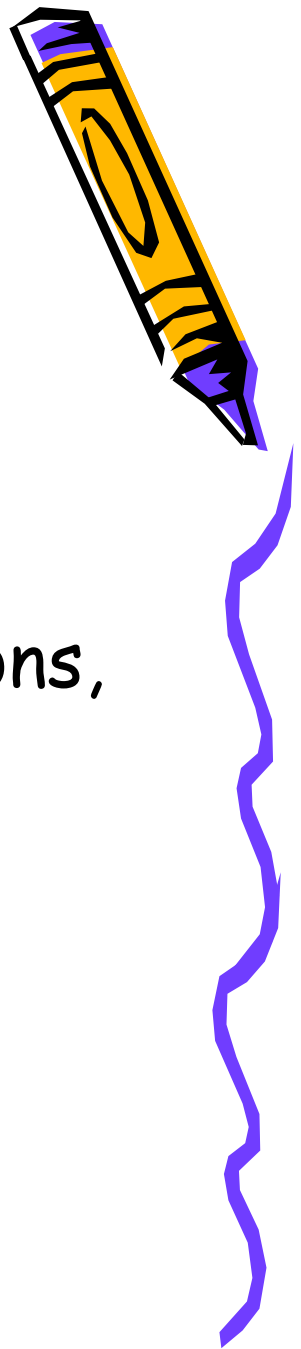
# Other supplies

- Once Black Boards,  
Now Intelligent boards
- Non-book paper and cardboard
  - For training childrens basic skills
    - E.g. dyslexia
  - Maps and globes
- Lego



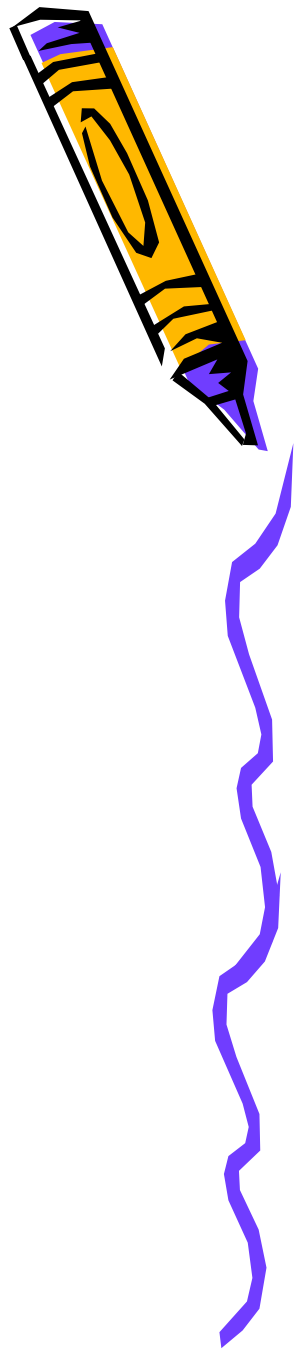
# Also

- "Danmarks Radio", The Danish Broadcasting Corporation
  - They deal themselves with their solutions, but
- Multimedia
  - Is now more or less on its way from many of our publishers



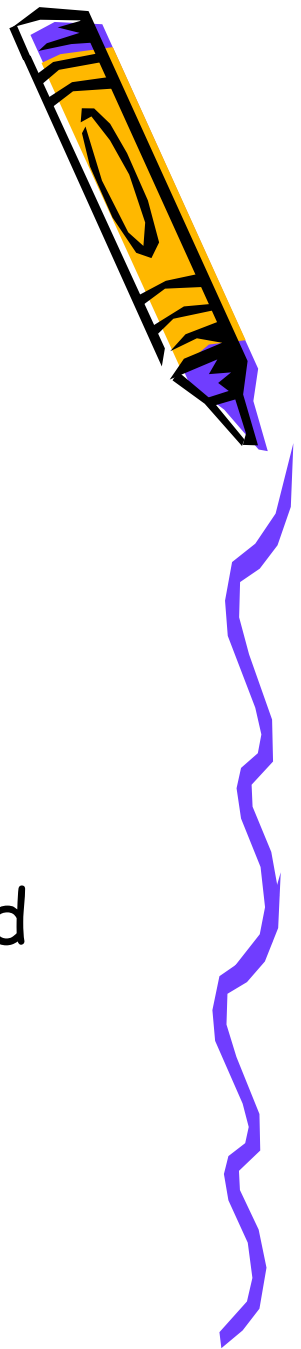
# Interest

- To bring knowledge about the publishers products to the market
  - Existence
  - Qualities
- To protect the publishers Rights
  - Against professional abuse
  - Against unauthorized use



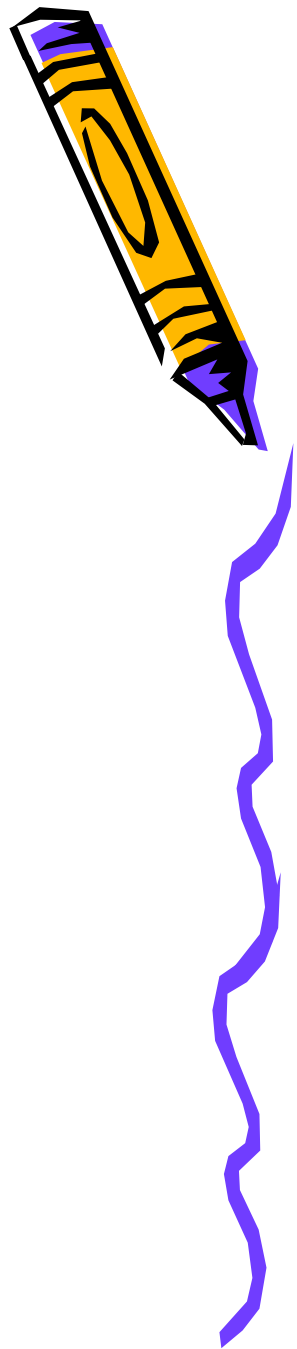
# Existence

- Den danske nationale materialeplatform (as presented by UNI-C)
- Before that
  - 10 years ago: the previous official solution was closed down and replaced with FUI, the Foundation for Educational Information



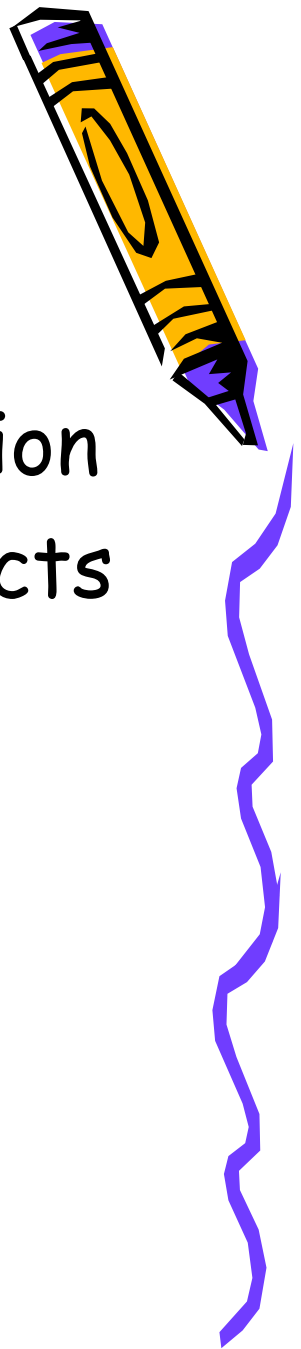
# Existence

- Small producers vs
- Major producers
  
- Visibility to the end-user



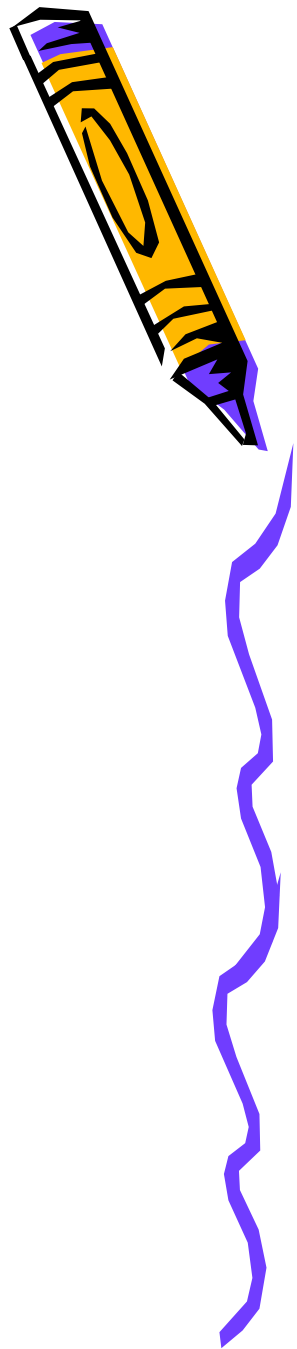
# Qualities

- Access to the publishers information
- Qualified information about products
  - A controversial topic



# Professional abuse

- Culprits
  - Publishers
  - Professionals in the sector
- Intended or not-intended
  - How to spot it



# Un-authorized use

- Teachers
  - Disregarding limitations to rights
- Students
  - Disregarding copy-rights

