

The Next Buzz in Video Sharing: Social E-learning

Source: E-learning Knowledge Solutions

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Israeli based internet company launches SuTree.com - a social bookmarking site that aims to be the "Digg" of e-learning.

TEL-AVIV, Israel - "E-learning Knowledge Solutions," an Israeli based internet company, has recently launched SuTree.com (<http://www.sutree.com>) -- a social bookmarking site that aims to be the "Digg" of e-learning. The site lets users bookmark and organize free video tutorials, video lessons, video how to and DIY from all over the web.

Gideon Zailer, CEO of "E-learning Knowledge Solutions" and an e-learning expert says that SuTree is part of the revolution in e-learning that is taking place with the new advances in the internet. "Learning is basically a social act," he explains, "and now when everyone can share knowledge through bookmarking, publishing blogs, creating videos or even just commenting, e-learning can also be social." Zailer believes that educational and instructional videos are the next big thing in Web 2.0.

"The idea was the result of a personal experience," says Joseph Maaravi, founder of SuTree. "I tried to find free video driving lessons for a relative who hadn't driven for a while. I started searching using Google, but all I got was texts, referrals to the movie 'Driving Lessons,' funny videos or sites that sold driving CD's." After searching the web thoroughly for a few days and analyzing the results, Joseph realized that such video lessons do exist, but they are scattered around all over the web, in small sites that specialize in a specific subject, in general video sites such as YouTube, in dedicated how-to sites etc. There was no "one stop" address for such material. Joseph decided to create a site that would harness the power of communities to find and index free educational and instructional videos.

Launched only a few weeks ago, SuTree already has more than 4,800 links to instructional videos in various categories. Example categories are: school, arts, crafts, fashion, food, gaming, health, finance, music, sports, travel and wheels. According to the site's owners the goal is reaching around 20,000 lessons in the first year.

Category	Internet, Education, Business
Tags	video, learn, how to, lesson, tutorial, Internet, buzz, web 2 0, social, bookmarking, sutree
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Country	Israel
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