



From Campus to Classrooms: Cost-Effective Digital Solutions for the 21st Century School

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Introductions



Moderator:

Gwen Solomon, Web Editor

Tech & Learning Custom Projects

Speakers



Keith Yanke
Director of Product Marketing
NEC Display Solutions of America,
Inc.



John Sheehan
Director of Channel Marketing
NEC Display Solutions of America,
Inc.

NEC

NEC Display Solutions designs, produces and delivers leading-edge visual display technology for a wide variety of markets. They specialize in desktop LCDs, large-screen LCD and plasma displays, and a diverse line of projectors for customers who demand the most high-quality, reliable display solutions to meet their needs.

Agenda

- Trends in technology
- Communications in and out of classrooms
- Creating a cost-effective digital solution
- Funding a digital makeover

Polling Question #1

How extensively does your school or district use digital signage?

- a) Extensively - digital signage displays are in most or all of our buildings.
- b) Moderately - we've begun installing them but have a ways to go
- c) Minimally - we're piloting in one or two sites
- d) Not at all

Speaker 1

Keith Yanke

Director of Product Marketing

NEC Display Solutions of America, Inc.



Display technology in the classroom

- Why use display technology in the classroom?
 - Students today live in a media on demand, high tech world. They expect to use technology not just in the home but also in school.
 - Display technology engages and holds the attention of students, in addition, technology provides a way to bring more interaction between students

Display technology in the classroom

- What types of displays are being used?
 - Projectors
 - LCD
 - DLP
 - Large format displays
 - LCD
 - LED Ticker
 - Plasma

Display technology in the classroom

- How are displays being used in the classroom?
 - To display large video/data images
 - Projectors can be permanently mounted or portable for room-room use
 - Used as replacement for older video technology with smaller screen sizes
 - Used to display content from PC/Mac, internet and video sources such as VCR or DVD



Display technology in the classroom

- How are displays being used in the classroom?
 - Used in conjunction with interactive whiteboard
 - Enhances lessons by easily integrating a wide range of material (data, video and audio)
 - Allows teachers/instructors to easily customize lessons from existing content and adapt it to their specific classroom needs
 - Allows students to absorb more information



Display technology in the classroom

- Different types of whiteboards:
 - Resistive – Two pieces of resistive material with small gap that can be drawn on with fingers or special stylus pens that represent different colors. Movement of pens is tracked by the pressure of the finger or stylus on the surface and X,Y coordinates are fed back to the PC/Mac
 - Electro-magnetic - Similar to traditional whiteboards they have a hard surface and can be drawn on with normal pens. These systems require a battery driven pen that emit a small magnetic field to a receiver that designate the X,Y coordinates on the PC/Mac screen

Display technology in the classroom

- How are displays being used in the classroom?
 - Display 3D content
 - Low cost single chip DLP projectors are now shipping with 3D capability
 - Additional hardware needed is DLP Link glasses
 - Benefits of technology:
 - Flicker Free
 - Alignment free
 - Wide viewing angle
 - 3D and 2D capable

Display technology in the classroom

- How are displays being used in the classroom?
- How will 3D content be used in the classroom?
 - Science anatomy
 - Geography/Topography
 - Architecture
 - Astronomy

EON Reality I-Catcher



Dissect a frog...



Anatomy



Display technology in the classroom

- How are displays being used in the classroom?
 - Who is developing 3D content for education:
 - EON Reality I-Catcher (www.eonreality.com)
 - Neotek (www.neotek.com)
 - Safari Montage (www.safarimontage.com)

Display technology in the classroom

- How are displays being used in the classroom?
 - University finance labs
 - Specialized classroom in the college of business for financial market analysis
 - Benefits are:
 - Improves student recruiting
 - Real world experience for students
 - Advanced job placement
 - Provides identity for the business school

University of Arkansas

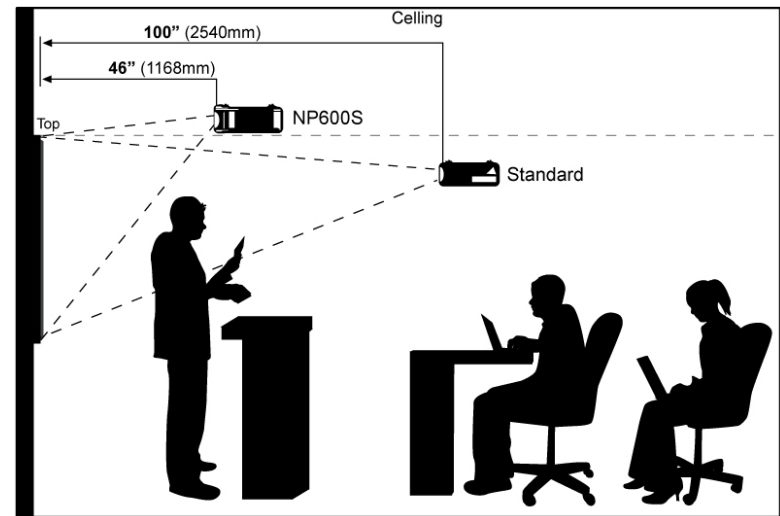


Display technology in the classroom

- Why are displays used in the classroom?
 - Total cost of ownership
 - Technology is becoming more affordable to more schools
 - 2500 lumen portable projector prices have decreased 15% from 2007 to 2009
 - 3500 lumen installation projectors prices have decreased 25% from 2007 to 2009
 - 40" LCD display prices have decreased 56% from 2007 to 2009
 - Technology lifetime has increased over the years
 - Lamp technology on portable projectors can be up to 6,000 hours when used in economy mode
 - Maintenance on newer projectors is required at time of lamp change or longer
 - Large format displays have lifetimes of greater than 60,000 hours and most are at least 100,000 hours
 - More features are included with lower costs
 - Multiple inputs allow connectivity to multiple sources without external switchers
 - Networking capability on projectors allow monitoring and control as well as content delivery saving costs on infrastructure and personnel

Display technology in the classroom

- Why are displays used in the classroom?
 - Short Throw Projection
 - Provides at least 50% shorter throw distance than standard projectors
 - Provides large screen images without shadows
 - Ideal for smaller rooms with limited throw distance or rooms with interactive whiteboards
 - Projector can be installed to wall (w/proper mount) instead of ceiling saving money on installation and cabling costs



Display technology in the classroom

- Why are displays used in the classroom?
 - Short Throw Projection Growth (North America only)
 - 19% unit growth from 2008 to 2009
 - 51% unit growth from 2009 to 2010
 - Nearly 108K units will be short throw by 2010

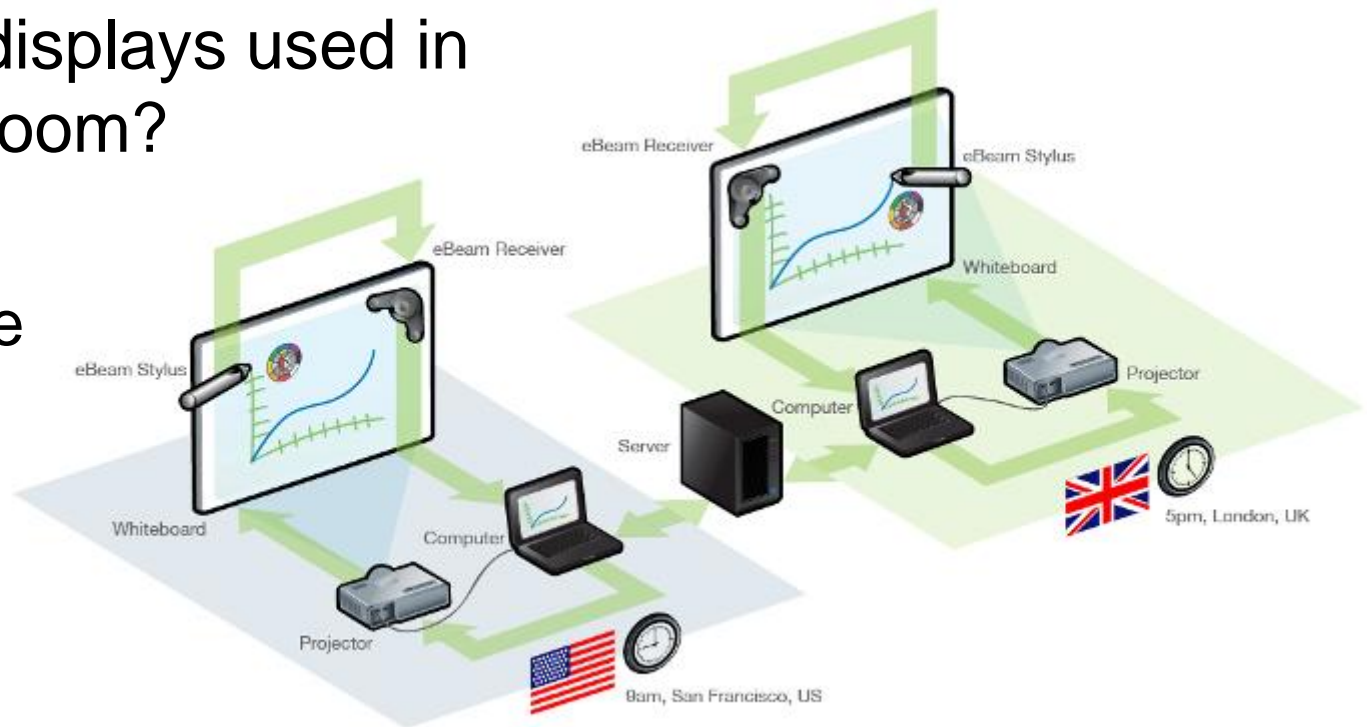
Display technology in the classroom

- Why are displays used in the classroom?
 - Distance learning/collaboration
 - Multiple locations are capable of viewing same content as well as annotating and editing content
 - Provides teacher/instructor with greater flexibility in reaching students that may not be able to be in attendance
 - Provides multiple remote groups to collaborate on lesson and provide instant edits and feedback for all parties to see
 - Can be accomplished with webinars but ultimate impact is when all involved have whiteboards with projection displays

Display technology in the classroom

- Why are displays used in the classroom?

- Example



Display technology outside the classroom

- Why use display technology outside the classroom?
 - Offers schools an official and more efficient way of communicating with students, faculty and visitors.

Display technology outside the classroom

- What types of displays are being used?
 - Large format displays
 - LCD
 - LED Ticker
 - Plasma
 - Projectors
 - LCD
 - DLP

Display technology outside the classroom

- How are displays being used outside the classroom?
- Campus Communications
 - Provides visual communication by strategically placing displays throughout buildings/campuses
 - Post schedules
 - Highlight faculty and student achievements
 - Promote events and activities
 - Send emergency alerts



Fordham University
(Photo Courtesy of Rise Vision)

Display technology outside the classroom

- How are displays being used outside the classroom?
 - Menu Boards
 - Provides menu and specials information in cafeterias, student unions and coffee shops
 - Eliminate changing paper/poster menus
 - Provides flexibility for price changes
 - Provides entertainment for waiting customers



Wayzata School District
(Photo Courtesy of Rise Vision)

Display technology outside the classroom

- How are displays being used outside the classroom?
 - Way Finding
 - Displays used in higher traffic areas to assist students and visitors with navigating the building or campus
 - Easily update as schedules change
 - Adaptable with new buildings or expansion
 - Eliminates frustration for visitors
 - Provides high tech atmosphere for recruiting



(Photo Courtesy of Rise Vision)

Display technology outside the classroom

- How are displays being used outside the classroom?
 - Donor Recognition
 - Interactive donor walls can attract and inspire new donors
 - Recognize all donors in one space
 - Feature a donor
 - Show where the money went

Speaker 2

John Sheehan

Director of Channel Marketing

NEC Display Solutions of America, Inc.





Star Student

Star Student Overview

- Star Student helps institutions acquire NEC visual displays needed to engage audiences, share information and move students to new levels of discovery without straining their budget.
- Rewards schools for their NEC purchases.
- 4000 schools enrolled.
- All educational institutions are eligible to be part of the NEC Star Student program.



School Benefits

- 10% discount on all products.
 - LCD, projectors and accessories
- Cash back Rewards
 - Eligible NEC purchases earn schools cash. Accrued on a debit card, this cash can be spent on anything the school needs.
 - Visa card or check option



School Benefits

- FREE additional projector/whiteboard warranty coverage for when product is registered.
- Lamp Protect - Exclusive
 - Provides protection on schools' projector lamps for up to three years on select NEC models.
 - Includes up to two (2) replacement lamps and shipping.




How to work with NEC

- How can you partner with NEC Display Solutions
 - Contact NEC Field Sales Representative
 - Contact Inside NEC Sales 866-771-0266
 - Visit www.necdisplay.com for more details
 - Schools can register at www.necstarstudent.com

W

Enroll About the Program Rules Register My Purchases Update My Account



Star Student

NEC's Star Student program helps institutions acquire display products to engage audiences, share information and move students to new levels of discovery without straining budgets. Not only does NEC enable your school with the most advanced display technologies, but we are giving money back to your school!

By enrolling in Star Student, you'll receive access to:

- Preferred pricing
- NEC Cashback Rewards
- Additional projector/whiteboard warranty coverage
- Total Trade™
- Lamp Protect™

[Enroll now](#) [Rewards Schedule](#) [Case Studies](#)



Follow us on  @NEC_Education

Mail-in Rebates up to \$500
on NEC NP series projectors through September 30, 2009.

[Learn more](#)

FREE Warranty Upgrade
on LCD3215/4215/4615 valid from April 1, 2009 to September 30, 2009

[Learn more](#)

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What are you doing?

140

Latest: Tons of fun tips for getting ready to go back to school! <http://ow.ly/I9Kr1>
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NEC **NEC_Education** Tons of fun tips for getting ready to go back to school! <http://ow.ly/I9Kr1>
1 minute ago from HootSuite

NEC **NEC_Education** RT @NEC_Display Digitize your school, from the campus to the classroom! Webinar tomorrow (8/25) @ 1pm CST. Sign up now at <http://ow.ly/I6qa>
20 minutes ago from HootSuite

NEC **NEC_Education** Web based classrooms on the rise and increases test scores - RT @eduguide" Learning Online May Be Better" <http://ow.ly/I9ys>
23 minutes ago from HootSuite



Today's Webinar



Keith Yanke
Director of Product Marketing
NEC Display Solutions of America,
Inc.



John Sheehan
Director of Channel Marketing
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Polling Question #2

What percentage of your stimulus funding do you plan on dedicating to digital technology?

- a) 76-100%
- b) 51-75%
- c) 26-50%
- d) 1-25%
- e) None

Q&A and Resources

www.necdisplay.com

www.necstarstudent.com

www.necdisplay.com/solutions

[whitepaperswww.twitter.com/nec_display](https://www.twitter.com/nec_display)

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