

# Audio visual case study

## The School of Oriental & African Studies



### Specification

The functional brief was to provide a high quality projected image onto an electric screen, with the ability to display material from PC, DVD or VCR. There needed to be an appropriate audio system enabling the class to hear material from any of the sources listed above plus an audio cassette player. There was a requirement to supply a lectern for the lecturer and to enable them to control all of the AV facilities from a single point. SOAS also wanted to enable its technical staff to monitor the status of the projectors on-line and from remote locations, which had big benefits in terms of saving technicians from having to travel around the campus when the problem could be solved remotely.



Since its formation in 1916, The School of Oriental and African Studies – or SOAS as it's better known – has built an enviable reputation around the globe for the calibre and quality of its courses, teaching and research. Part of the University of London is located in the heart of the capital. SOAS continues to enhance its position as the world's leading centre for the study of a highly diverse range of subjects concerned with Asia, Africa and the Middle East.

In addition to the functional specification, SOAS were also looking for a complete integrated AV solution, which would provide ease of use, standardisation and security. They were also looking for a supplier that could deliver the installation and provide post completion support and maintenance. Finally, and most importantly, they were looking for a supplier that could project manage the best value solution.

***"This has been a significant project for me and it has been good to work with a professional organisation like Reflex to deliver these new Audio Visual facilities. I feel the result has really made a difference to the standard of learning within the University"***

**Mike Baptista – Audio Visual Manager at SOAS**

Reflex were originally approached by Mike Baptista – Audio Visual Manager at SOAS at the very end of 2003 with a view to recommending a solution to provide integrated Audio Visual (AV) facilities in eight of its classrooms.

# Strength in higher education



## Proposed Solution

To meet the demands of this project Reflex specified a solution comprising:-

- InFocus LP820 Data Projector
- Pioneer Multi Regional DVD Player
- Samsung Multi Standard VCR
- Denon Amplifier
- JBL Control 23 Wall Speakers
- Denon Cassette Recorder
- Procon Series 84 (16 Button Room Control Panel)
- Procon 2010-03 Integration Switcher
- Sonic Shock Alarm



The InFocus projector was selected for its combination of high brightness (3000 ANSI Lumens) and its ProjectorNet software capability allowing remote diagnostics via the internet.

The Procon control system and switcher enabled all the equipment in the room to be operated from a single panel and eliminated the need for the variety of remote handsets that are provided with the equipment. This provided benefits in terms of simplicity of use and the need to stop remote controls going missing or the batteries running out.

The Sonic Shock Alarm was provided as a simple but effective solution to the security considerations.

To make the room look professional, it was proposed that all the equipment was fitted into a rack to be built into the lectern.

## Successful Implementation and Positive Feedback

Based on the fact that the proposed solution was both innovative and fully met the functional requirements of the specification, Mike Baptista awarded the contract to Reflex. He also took into account that Reflex employ their own installers and service engineers, meaning that he could rely on one organisation to deliver the entire project including post sales support.

Yag Depala of Reflex was appointed to oversee the project and the facilities were installed early in 2004. Despite the fact that there were a few teething problems the installation was completed on time, within budget and to a high standard.

Further rooms have followed on from the original project and Reflex have now installed a total of fifteen similar rooms at SOAS.

Following the installation there has been a lot of positive feedback from both lecturers and students, and Mike is convinced that the AV solutions have made significant improvements to the learning ability and enjoyment of lectures within SOAS.

***"This has been a significant project for me and it has been good to work with a professional organisation like Reflex to deliver these new Audio Visual facilities. I feel the result has really made a difference to the standard of learning within the University"***

**Mike Baptista – Audio Visual Manager at SOAS**