






Case Study

Renowned university upgrades hybrid classroom experience

Client: Renowned public university

A renowned public university serving 26,000 students and employing 1,700 faculty members partnered with CBTS to improve student engagement and the quality of technology in their classrooms. The university is known for its public engagement and is ranked number one in the United States for the upward mobility of its students. Enhancing lecture capture, hybrid classrooms, remote teaching, and distance learning has allowed the client to standardize its technology and better serve its students.

 Challenge	 CBTS solution	 Results
<ul style="list-style-type: none"> The client needed a set of hybrid classroom solutions that allowed professors and students to connect digitally. 	<ul style="list-style-type: none"> CBTS partnered with RoomReady to design and implement solutions for 250+ classrooms. 	<ul style="list-style-type: none"> Faculty now have innovative options for lecture capture, distance learning, and remote teaching.
<ul style="list-style-type: none"> Aging AV technology couldn't meet the demands of modern distance learning. 	<ul style="list-style-type: none"> Account teams from CBTS and RoomReady worked with stakeholders to identify desired values for the classroom upgrades. 	<ul style="list-style-type: none"> The team refined technology plans based on feedback from stakeholders to craft highly customizable and simple-to-use solutions for each classroom.
<ul style="list-style-type: none"> The client wanted newer technology that was lower maintenance while adding overall functionality. 	<ul style="list-style-type: none"> CBTS/RoomReady chose product lines with high flexibility capable of deep integrations while maintaining ease of use. 	<ul style="list-style-type: none"> Intuitive systems make it easy to stream or capture lectures.
<ul style="list-style-type: none"> Guest lecturers needed to be able to operate classroom AV systems intuitively. 	<ul style="list-style-type: none"> CBTS implemented simplified touchscreen controls and crafted training documentation. 	<ul style="list-style-type: none"> With "train the trainer," university staff took ownership of the new systems and can quickly troubleshoot.

Challenge

The COVID-19 pandemic proved to be a stress test on technology across all industries but was felt especially hard in higher education. The university employed a mishmash of aging classroom technology systems, and these legacy tools were not up to the demands of a modern hybrid classroom.

The client is unique in that many of its faculty are guest lecturers. Visiting professors need to be able to walk into a classroom and operate laptops, media, and cameras via intuitive controls. The existing systems were clunky at best—a mix of VGA and HDMI with complex Extron controllers. The university was sinking valuable resources into maintaining and troubleshooting these legacy systems.

Ultimately, the client needed newer hardware that was low maintenance, easy to use, and highly customizable while keeping the experiences of the students and faculty at the top of mind.

CBTS solution

CBTS partnered with RoomReady to design and implement solutions for 250+ classrooms at the university. RoomReady is a best-in-class AV integrator that specializes in meeting spaces. Working in tandem with RoomReady, CBTS **consulted** with university stakeholders—faculty, staff, and the student experience department—to craft the following solutions:

- Simple, intuitive touchscreen controllers.
- Custom solutions for each room.
- Programmable cameras that follow lecturers.
- Infinitely customizable setups that enable more accessible distance learning options, hybrid learning environments, and remote teaching options.
- Comprehensive training materials so that university staff would be self-sufficient.

Results

Technology is now standardized across all 250+ classrooms. Guest lecturers can enter any room and expect the same setup and controls. By “training the trainers,” CBTS and RoomReady gave university staff the tools to troubleshoot any issues and to guide professors into implementing the technology tools into their lectures and curriculum.

Each room is powered by a central PC which serves as the “brain” of the room. This PC securely connects to the university’s intranet and controls the room’s tech and any peripherals—such as cameras and other recording devices. A simple and comfortable user experience is crucial for classroom technology. CBTS and RoomReady took precautions during installation to mitigate potential complications, such as labeling the cameras so that lecturers always know where to direct their attention when recording or streaming a class.

The AV systems for each room are infinitely scalable. They currently work with the university’s lecture capture software of choice, Panopto, and integrate with Zoom, Teams, Webex, and any number of distance learning platforms seamlessly.

Visit [cbts.com](https://www.cbts.com) today to learn how to optimize your learning or meeting spaces to better meet the demands of modern hybrid environments.