



Smart-e

Case Study

Project	Education
Client	Gloucestershire College
Product	SNX-16x16+
Location	Gloucestershire

Smart-e helps Gloucestershire College tower above the rest



A 10 metre tall 'media tree' of plasma screens, fed by content transmitted via Smart-e equipment, is the centre-piece of a new audio visual installation at Gloucestershire College, completed in 2007 as part of a £35m redevelopment project for the college which is part of a £200m redevelopment of Gloucester Quays.

As one of the UK's largest further-education facilities, Gloucestershire College caters for 600 full time arts and media students. The 'media tree' dominates the three-storey atrium of the college and provides an unusual and very apt centre piece for students and visitors to the media-studies facility. A key requirement of the project was to integrate the AV technology with the existing IT network.

Eight High Definition Panasonic Series 10 42-inch plasma screens displaying rolling exhibitions of students' work in art and audio visual design, as well as live feeds from camcorders, are positioned on the trillite tower, which was constructed by Pacific Wave, an audio visual and information technology specialist based in Basingstoke, Hampshire. The Smart-e matrix, which was supplied by GV Multi-media, was chosen because of its ease of use. As Richard Godfrey from GV Multi-media's Exeter branch says "Smart-e's unique one cable solution which transmits all signals down just one CAT 5* cable, together with the equipment's ease of use, made it ideal for this project".

Content is delivered from the college's network of PCs and Apple Macs, via CAT 5e structured cabling, to the Smart-e SNX-16x16+ matrix, which distributes high resolution video images and audio sound to screens individually, allowing each display to show different content. The 'media tree' is used to show good practice in classrooms using both recorded media and direct live feed from camcorders through a Smart-e transmitter and receiver. Content is then fed through a scaler to the Smart-e SNX-16x16+ switch, which also allows the broadcast of music and news channels from free view TV.

As Alistair Dunnett, audio visual senior assistant at Gloucestershire College said "We use the system as a very productive and flexible marketing tool to display good teaching practice to college visitors, staff and students alike. Information is transmitted, via the Smart-e equipment and over the CAT 5e cabling network, from free view, PowerPoint and DVD, PC and Mac, as well as live stream from classroom-based camcorders to plasma displays around the college. We have worked with Smart-e from the outset to tune the system so it performs very efficiently and without any problems with anything we throw at it, and we are so impressed with it that we are looking to buy a second system for our other main campus in Cheltenham".

The SNX-16x16+ delivers multi-format professional high quality sound and images from DVD players, set-top boxes, video cameras, laptops and PCs, to LCD and plasma screens, cinematic projectors, PC monitors and speakers. The number of displays that can be served by Smart-e matrices is not restricted as switch upgrades are quick and easy to undertake in situ. With a three year warranty, feature rich range of equipment with easy-to-use controls, and all the latest compatibility such as, BluRay, Smart-e equipment has become an extremely popular AV solution for educational and corporate environments.