



Crestron DigitalMedia™ Helps Future-Proof MIT Sloan AV Systems

Background

The MIT Sloan School of Management is one of the world's leading business schools, conducting cutting-edge research and providing management education to top students from more than 60 countries.

E62, the signature building of MIT Sloan was designed for the school's distinctive model of management education that emphasizes discussion, teamwork, and learning-by-experience. E62 brought the entire MIT Sloan faculty together in one building to enhance cross-discipline collaboration and research. It also bears the distinction of being the "greenest" building at MIT, showcasing sustainable features such as light-sensitive

window shades, a green roof and an irrigation system that minimizes water use by responding to changes in weather.

The new building includes AV systems in eight classrooms and lecture halls, plus 40 study rooms, eight conference rooms, an executive dining room and a lobby dining area.

The Challenge

In creating the new facility, the school's goal was for the facility to be used for many years, and include a very sophisticated system that would still be as user-friendly as possible in the classroom.

"The MIT expectation is to build for the long term," said Wesley Esser, MIT Sloan Associate Director, Technology Consulting and Support Services.



The Solution

Cambridge-based consulting firm, Acentech designed the new AV systems, and Sudbury, MA-based, Adtech engineered, programmed and installed them.

Adtech installed new AV systems in four lecture halls in an older building, the Tang Center, to keep them on par with the new classrooms. Adtech installed all-digital systems based on Crestron's DigitalMedia™ technology.

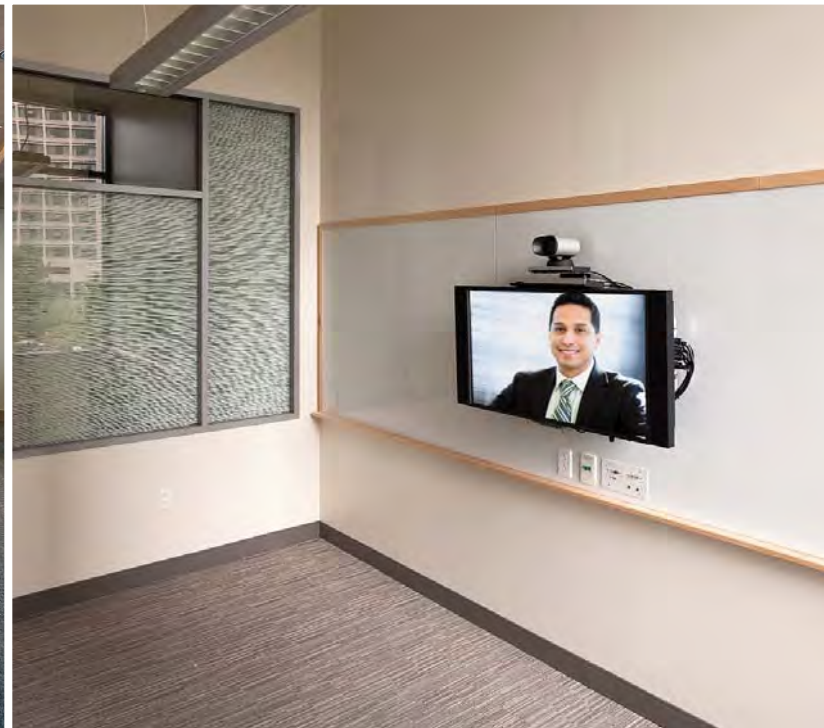
“Crestron is a company that understands that redoing Infrastructure is not appealing,” said Merrill.

The single-platform DigitalMedia backbone carries virtually any mix of digital and analog AV signals including uncompressed 1080p HD video with Deep Color, 3D video, and 1900 x 1200 computer signals, plus HD digital audio and all control, data, and Ethernet on a specially engineered single-

cable solution. This added capability and high bandwidth ensures that the newly installed infrastructure will be able to handle the higher resolutions and color depth that future computer and video systems will require.

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“A big advantage today is DigitalMedia's ability to handle all the video and audio signals through one switch, together with the EDID and HDCP copy protection information that digital systems require,” said Michael Merrill, Adtech Systems Project Manager.



Crestron DM® Tools software also helps installers set up systems quickly and reliably, diagnosing and solving the frustrating problems that digital installations can entail.

Systems at a Glance

“To put in an analog system in this day and age is to limit its longevity and the capabilities of what it can carry,” added Merrill.

Each classroom has two screens, using side-by-side projectors to show images from a computer, DVD, cable TV, a document camera or a videoconferencing system.

“At the most basic level, professors can use PowerPoint to guide the subject matter, with the document camera and second screen available for them to write out equations and notes,” explained Merrill.

Professors also have the ability to mark up any still or moving image on screen using Crestron DVPHD-GB high definition video annotator. They can access the annotation processor using a display as the interface to the Crestron PRO2 control system.

Each classroom has full, multi-point video conferencing capability. The school considered a webcasting-only system, but those devices provided limitations. Two-way capabilities allow faculty and student clubs to regularly book guest speakers for their meetings.

“We recently had a speaker from Mexico talk to our Executive MBA program via video,” added Esser.

Benefits

Upholding the school’s educational emphasis on teamwork and discussion, the new building features an abundance of gathering places where students and faculty can interact outside of the classroom.

Faculty is finding that the technology is especially effective. Faculty has asked the IT department to revisit those conference rooms that have minimal AV.

“They’re perfect for smaller classes, and so the faculty wants us to add to their systems. That’s especially encouraging because we have more in those rooms now than we had in any of our classrooms a year ago. For faculty to ask for more means they are definitely embracing the new technology,” noted Esser.