

CASE STUDY



KEYWEST TECHNOLOGY

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The Blue Valley USD Center for Advanced Professional Studies (CAPS) was designed by award-winning Perkins+Will.

When the Blue Valley School District in southern Johnson County, Kansas, envisioned giving high school students a taste of what it's like to work in the corporate world, it decided the typical classroom experience just wouldn't do.

Rather, the district opted for building a three-story steel and glass structure that's more akin to the headquarters of a thriving corporation than the brick-and-mortar sameness of the typical school building. After all, if the new Center for Advanced Professional Studies program was to convey a sense of the business world to students and give area professionals the district hoped to attract as mentors the feeling that this program meant business, the CAPS building needed to exude seriousness, professionalism and excellence.

"CAPS is a somewhat unique facility with lots of technology," says Tom Brenneman, executive director of Information Technology for the school district. "It's a cutting edge way to educate kids and brings them close to businesses and professionals to give them a taste of what it will be like in corporate world."

THE OPPORTUNITY

Plans for the CAPS building called for flat-screen LCD monitors to be mounted on walls outside each classroom. The goal was to give students an opportunity to connect their laptop computers to the monitors via a VGA connector and an audio line connector built into a service connection mounted to the wall beneath the monitor. Doing so would support students as they made presentations to their professional mentors, teachers and classmates.

Brenneman, who had previous professional experience with digital signage, immediately recognized that the monitors could serve a dual use—one for display of student presentations, the other as digital signs that could help to build the professional ambience desired for the building.



Tom Brenneman, executive director of information technology at Blue Valley USD, leads the charge to expose students to the future and engage them with digital signage.

KEYWEST TECHNOLOGY PRODUCT LIST

- ▶ InfoZone Digital Signage Network Enterprise Software
- ▶ MediaZone Players
- ▶ MediaZone Editor Software

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When the classroom panels are in digital signage mode, school news, class schedules, sports scores and information of local interest are displayed.

THE SOLUTION

After putting the project out to competitive bidding, Keywest Technology was selected to provide MediaZone digital signage players for each of the 18 flat-panel LG Electronics LCD displays ranging in size from 32 to 55 inches. Keywest Technology also supplied its MediaZone editor (CMS) software to provide for content creation and InfoZone digital signage enterprise software to support network monitoring and control. Audio Video Information and Entertainment Systems (AVIES) was contracted to ensure a professional installation of the system.

Working with an electrical contractor, Brenneman designed a unique wall-mounted VGA/audio connector similar in appearance to a wall outlet plate. Once installed for each on monitor, switching between student presentations and digital signage content was as easy as choosing between different monitor inputs.

When in digital signage mode, digital signage screens are divided into several zones to playback live cable TV of local and national weather, logos and graphics, text messages, such as sports scores and upcoming events, images of school activities, and RSS feeds of sports scores and other information. Playback is monitored and managed from a central site via InfoZone.

Three additional monitors equipped with MediaZone players also operate under InfoZone control to welcome visitors as they enter the building. A fourth is used above the lunch counter to display the day's menu selection.

THE RESULT

The site where the CAPS building is located has seen quite a transformation since August 2009 when work began. Today, the impressive structure is home to hundreds of Blue Valley School District students who compete each semester to be a part of professional development program.

When taken together, the structure, the building's daylight-filled airy central atrium, the digital signage network and the dual-use monitor setup work together to create the professional environment that was eagerly sought by those planning the CAPS program.

Beyond CAPS, the school district has begun rolling out digital signage at other district facilities, including a six MediaZone installation at a new high school and three more signs and players at the district's headquarters.

“This has been a very good relationship with Keywest Technology,” said Brenneman. “The quality of Keywest Technology’s products and their attention to detail has made me feel that we made a good choice in selecting them for our digital signage solution.”



Blue Valley students keep up to date with frequently changing lunch options via a digital menu display above the cafeteria checkout.



Watch Flash video and learn more about the innovative CAPS program.

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