

Case Study: University of Manchester

The University of Manchester creates multipurpose learning spaces with Casio UST projectors

The University of Manchester was recently faced with an AV mathematical conundrum; 24 study rooms shared by two departments needed one display solution that could adapt to the needs of staff and students on demand.

Shared by the Faculty of Life Sciences and the Faculty of Medical and Human Sciences, the equipment in this cluster of small group study rooms had come to end of its life, so a new state-of-the-art solution was required to echo the standards elsewhere in the university.

Key features

- Lamp-free
- Up to 3,500 ANSI lumens
- WXGA resolution
- Quick start and stop
- Can project a 60 inch from just 13cm away
- Low power consumption
- Extensive connectivity options
- HD ready

Due to the high demands on the rooms from the variety of activities that take place within them, from tutorials and collaboration work spaces to boutique presentation suites, each room needed to meet the requirements of a busy multipurpose learning environment. The long rectangular design of the room had received complaints from students and staff not being able to clearly see the previously-installed 42" screen, indicating that a larger solution was needed.

High quality visuals, a bring-your-own-device (BYOD) concept, minimal maintenance and downtime, no start up delays and a long lifespan were all considered essential traits for the solution.

Universal AV accepted the challenge and worked alongside Bill Ayres, Service Delivery Manager at the University of Manchester to put the winning solution in place. Having worked with Casio in the past, Ayres was familiar with the manufacturer's Laser & LED Hybrid light source projector technology and Universal AV recommended the Ultra Short Throw (UST) projector model, calculating that each would offer four times the screen estate of the current solution at an industry-leading low total cost of ownership.



“...we knew it was the right solution for us, offering benefits above and beyond any comparable products and delivering an impressive TCO over its lifetime.”

Bill Ayres, Service Delivery Manager

The UST is designed to work in close proximity conditions, with the ability to create an 80” image from a distance of just 27cm. This was ideal for the study rooms, ensuring that the solution would operate effectively in the small space.

Ayres comments: “We first utilised the Casio projector range in a refurbishment project a couple of years ago which saw us install Casio Green Slim projectors. We were impressed with the benefits of the projector series and the quality of presentations delivered with was undeniable. Having such high teaching standards at the University of Manchester means we need technology solutions that are reliable and consistent to help us meet these high expectations. Employing a projector series which uses Laser & LED Hybrid light source technology rather than traditional lamp-based products has cut down on time waiting for projectors to warm up or cool down, ensuring sessions start promptly to maximise learning time.

“With no lamps or filters to change, the product is extremely low maintenance and doesn’t have any downtime for changing parts, making them a great investment. When we discovered the Casio UST model, we knew it was the right solution for us, offering benefits above and beyond any comparable products and delivering an impressive total cost of ownership over its lifetime.”

Offering a full five-year warranty and having no consumables to monitor or replace meant that the University of Manchester was able to fix its costs for



projection for five years without hidden extras and significantly reduce the level of maintenance required.

Alongside the maintenance benefits, the Casio UST also contributes to the establishment’s wider social responsibility goals. Completely lamp-free, the UST removes hazardous substances such as Mercury from the presentation environment, ensuring a safer and more eco-friendly projection solution. The 3,100 ANSI Lumen model also boasts significantly reduced power consumption, saving 35% compared to standard LCD projectors of similar spec, without compromising on the output quality to further add to its green credentials. The reduced power consumption and more efficient design of the projector contribute to an increased life expectancy, resulting in an industry-leading total cost of ownership.

Ayres concludes: *“Casio is a manufacturer we would have no doubts about using again in the future. The products have not only provided a solution that fits with our ethos, but one that also matches our high standards and meets our budget requirements.”*

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