

Case Study: LSE

The World's leading Social Sciences University, selects Casio lamp-free projectors across 80 lecture theatres

Offering unparalleled access to the world's leading social science degrees and public research, the London School of Economics (LSE) is an established think tank of economics and commerce success on the global education stage.

Consistently ranked as one of the top five universities in the world from an employer reputation perception, LSE remains one of the UK's most popular and selective universities' with over 10,000 full time students and 1,500 academic staff. Student numbers are boosted further still with part-time International Programmes; Executive Courses; Language Courses and Summer Schools running from 8am until late into the evenings; daily throughout the year.

Faced with such an ongoing intensity of courses, Dan Roberts, LSE's AV & Teaching Spaces Manager actively

decided to decrease both the maintenance window and cost of ownership by changing traditional lamp based projectors in lecture theatres and commencing the search for viable, sustainable alternatives. He evaluated Casio's innovative brand new hybrid laser & LED/Lamp free light source being the first company to offer such projection technology, designed for demanding environments such as those at LSE. Impressed with the quality of light, from 3,500 Lumens to 4000 Lumens, Dan presented the business case; including strong arguments for reduced maintenance time; zero costs of bulb replacements and a reduction in carbon footprint through lower running costs. Fifteen units were then rolled out in a proof of concept pilot commencing in Easter 2011.

Dan comments. *"On paper, building a strong economic business case using lamp-free projection was relatively straightforward. With former traditional projectors, we were spending over £300 per replacement lamp, frequently, twice a year. Add that across 80 theatres, together with the overhead of ongoing out-of-hours maintenance to stem degradation and maintain optimal viewing for students and you can see why the Casio Pro series was a welcome and interesting technology advance for us."*

The pilot proved successful with both the promised features and the maintenance free overhead of lamp free light source technology materialising. Armed with this confidence, the AV team commenced the phased migration roll-out across the remaining sixty five lecture theatres throughout the LSE campus.

Key features

- Lamp-free
- Up to 4,000 ANSI lumens
- Intelligent Brightness Control
- XGA and WXGA resolution
- 3D Ready
- Quick start and stop



“What was considered revolutionary technology and promised in the pilot phase has been delivered, and more – if anything, the Casio Pro Series has become even better, quieter, seamless and more efficient.”

Dan Roberts, LSE's AV & Teaching Spaces Manager



Now fully installed as standard across the University, the Casio Pro Series robustly offers optimal viewing of lectures with high colour resolution and high definition image rendition. The historical fabric of the University's location in the heart of the City, means that lecture rooms vary widely, both in capacity and in natural light filtration. Regardless whether serving 15 or 90 students, the Casio Pro Series fulfils brilliant and natural retention of colours and sharpness of images right across the room. Its integrated Intelligent Brightness Control automatically and seamlessly adjusts the light output according to conditions for optimal staging; even in bright sunlight conditions.

With integrated QuickStart and Power Down functionality; maximising lecture time has been a positive experience. Previously the AV Support Desk would take frequent calls from lecturer's keen to expedite the on/off capabilities of traditional projectors; sometimes mistakenly reporting that the slow to respond traditional projectors' had failed in some way. Contrastingly, the Casio Pro Series kicks straight into power on mode; filling the room with brightness and facilitating an immediate and attentive start to lectures. At the end of each lecture, reassuringly, no cool down period is required either.

Dan reports:- *“You can imagine delivering an important lecture in front of 90 eagerly awaiting students; only to have the start hindered with a slow to respond projection device. Some lecturers would try and overcome the wake up time lag, by leaving the projector switched on to assist following lectures, but that only added to the lamp usage times and increased the cost of ownership. From day one of the Casio install, we stopped the flow of frustrated calls from lecturers and stopped the clock ticking on the time to replacement lamps.”*

In the AV department, Dan acknowledges a reduction in the requirement for technician support, not only by alleviating

physical lamp replacement but also from the requirement to manually clean traditional projector's integrated filters from dust and other foreign objects every six months. Reassuringly, Casio Lamp free units are sealed and project directly without the need for filters, reducing AV Technicians' ladder-time further still.

LSE remains a key facilitator of carbon footprint reduction whilst eradicating the use of potentially harmful substances throughout the University. Their Sustainable Estates group takes an active role in improving the Universities' environmental credentials. Initial stats on the Casio Pro Series immediately illustrated a 100% mercury-free install together with a significant green impact on energy efficiency translating to lower energy overheads. The integrated light source within the Casio Pro Series demands far less power than fan-assisted traditional projectors. Further eco design consideration emits from the integrated Intelligent Brightness Control – seamlessly minimising power consumption by ensuring the brightness delivered is optimised to suit the room.

Dan concludes on the install. *“We have been using the Casio Pro Series for over three years now, satisfactorily decreasing LSE downtime, TCO and ultimately saving AV budget and resources. They are the de-facto standard for replacement units and we have experienced a very low return rate. What was considered revolutionary technology and promised in the pilot phase has been delivered, and more - if anything, the Casio Pro Series has become even better, quieter, seamless and more efficient.”*

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