

# Case Study: Guildford County School

Guildford County School undergo a technology revolution, refreshing its AV and IT systems for more environmentally friendly and sustainable initiatives.

Specialist Music College Guildford County School is undergoing a technology revolution, refreshing its AV and IT systems for more environmentally friendly and sustainable initiatives. One particular area in which the school has focused is on the visual displays in each classroom; working alongside integrator AVSS to make the switch to Laser & LED projection, a seemingly small difference but one that has made a big impact.

Laser & LED projection is a method of image generation that removes the traditional lamp found in a projector, and all the harmful chemicals such as mercury that go

## Key features

- Lamp-free
- Up to 3,000 ANSI lumens
- XGA and WXGA resolution
- Intelligent Brightness Control
- Quick start and stop ready
- Free Creston Roomview Express® control software available (LAN models only)
- Extensive connectivity options, including LAN, WLAN, USB (selected models)



with it, replacing them with two of the most sustainable energy sources on the planet; laser and LED.

Simon Gibbs, Network Manager, Guildford County School explains: *"We had one Casio Laser & LED projector about five years ago when the concept and the technology was new to the UK. Since then we've seen it develop and Casio establish themselves as an expert in this field and true market leader."*

Casio is the only manufacturer whose whole range comprises of only Laser & LED models, allowing them to focus on the developments and innovations within this genre. Key reasons for this include a commitment to sustainable technology, as this technique draws on average 35% less power than lamp-based versions.

*"Before we made the switch to Laser & LED based projection we had two units in the school to trial and see if they would make the desired impact in our teaching environments. We were instantly impressed with the brightness and clarity of the image so decided to continue the investment, with plans now in place to continue this throughout the whole school, including in the hall."*

So far the school has invested in over 20 Casio models including 15 from the Signature Series and five Ultra Short Throw (UST) units. The UST models are a popular choice in the school environment, generating an image of 80" from a distance of just 27cm, meaning the light

 **LampFree**  
CASIO Green Technology



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*“Investing in Casio’s Laser & LED projectors is a win / win situation, as there are no lamps to change and a very long warranty of 10,000 hours,”*

*Jamie Skeggs, Sales Executive at AVSS*



never shines in the teachers eyes. These have replaced lamp-based models and already the IT team are noticing the difference: *“The previous models were so close to the end of their lifetime that even when a lamp was replaced the image was still not clear enough. With so many lamps failing we calculated that we were spending £2500 per year in replacements, not to mention the time this was taking our team and the downtime for students. The Casio models are fantastic, they require so little maintenance. Now, even on a sunny day there is no need to draw the curtains, and knowing that this image quality will remain throughout the whole lifetime is a breath of fresh air.”*

*“Investing in Casio’s Laser & LED projectors is a win / win situation, as there are no lamps to change and a very long warranty of 10,000 hours,”* explains Jamie Skeggs, Sales Executive at AVSS.

*“This means even if there is a problem this is still above and beyond the timescale for any maintenance that you would have needed to do with a lamp-based model. Casio will also collect and either repair or swap out any problem projectors, which really does help to give total peace of mind while using them. The initial investment is slightly higher but the long terms savings in power consumption and maintenance operations means that over time the total cost of ownership is much less, something that we were able to demonstrate in real time for Guildford County School with Casio’s online total cost of ownership calculator. Overall the whole installation really worked to meet the school’s technological update needs.”*

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