

# Case Study: United Learning

United Learning, nationwide advisor for 30,000 children across UK Academies' & Independent Schools, recommends Casio's Revolutionary LED Projector range

Taking a collective stance on providing children with an outstanding and inspiring quality of education across a major group of academies and independent schools, United Learning offers best advice on provision of a quality infrastructure to 30,000 schoolchildren across the UK. To this end, United Learning's Learning Technologies group ethos is to train and facilitate their 2,500 teachers to enable the most out of new technology to positively enrich the classroom experience. Geoff Gould, Learning Technologies Team Leader, United Learning has been an ongoing advocate of deployment of worthy audio visual equipment technology to education establishments for over ten years. He takes up the story. "Since 1999 we have had a policy of having

*LCD projectors to accompany our Interactive Whiteboards. However, whilst LCD projectors were still a mile ahead over the previous OHP projection technology, distinct quality issues were becoming apparent after just a year or so of use."*

Indeed, initially manufactures believed that the LCD units would last seven years. In practice, United Learning found that this lifespan was realistically five years and then only with maximum care regime. In the classroom, lamp lumen degradation was the first to go; with lamps starting to significantly dim after 15-18 months of use. In addition, ongoing maintenance was required with filter cleaning recommended on a monthly basis, (although realistically Geoff notes, within most schools this was conducted bi-monthly in holiday periods). Where a thorough maintenance routine had not occurred, the LCD projectors were prone to projecting yellow blobs or purple blotches around the edge of the screen. In some units these problems became prolific inevitably affecting the quality of the learning. Ongoing lamp replenishment was another constant drain. With most schools holding a variety of LCD projectors all with varying lamp types, academies were required to keep a rolling stock of replacement lamps on premises. With replacement lamps costing around £250 each, available AV budgets were frequently exceeded and the dim projector would just have to continue providing a faint service until new budgets were allocated.

Overheating, or rather the fear of overheating, was another significant factor for teachers to overcome. As LCD projectors contain lamps that operate at high temperatures to work efficiently, teachers needed to allocate appropriate cooling down times to avoid the lamp literally 'blowing', together with warming up times. This would place dual pressure on teachers who simply became used to leaving the projector on for the next class to avoid delays in lesson time. Between back to

## Key features

- Lamp-free
- 60" screen from just 80cm
- Intelligent Brightness Control
- 3000 ANSI lumens
- XGA resolution
- HD ready
- Quick start and stop
- Free Creston Roomview Express® control software available
- Extensive connectivity options, including LAN, WLAN and USB
- Can be retrofitted to existing installations



 **LampFree**  
CASIO Green Technology

 **United Learning**  
The best in everyone™

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**CASIO**

*“Casio’s XJ unit that retails at under £700 and simply has no further overhead. It’s not just the financial considerations that stand out here. It’s the fact that there is no downtime or hassle factor with the Casio XJ LED projectors.”*

*Geoff Gould, Learning Technologies Team Leader*



back classes, this wasn't an issue, but teachers became used to this mode of handover and frequently academies would report that after Friday afternoon lessons had concluded, in error, projectors would be left on across an entire weekend causing loss of 60 hours lamplife. Significant Geoff notes, when a total lamplife only averaged 2000 hours.

Teachers, school AV Teams and IT departments turned to the experts at United Learning for advice, despondent that even after just the second year of use the LCD projectors were becoming sub-optimal.

United Learning contacted their AV partner, IDNS, who suggested that lamp-free LED technology should be evaluated as an alternative technology. Casio's new XH range was recommended. At the heart of every Casio LED projector is a revolutionary light source offering expressive and realistic colour rendition in the highest quality – all without conventional mercury lamps. With a life expectancy of up to 20,000 hours, the hybrid laser & LED light source looked as if it may transform the classrooms of today and tomorrow. A demonstration featuring Casio and another LED manufacturer followed, with Geoff and the Team at United Learning truly inspired by the impressive, immediate light vibrancy on offer. Placed side by side, the majority of evaluators preferred the clarity and colour resolution of the images offered by Casio.

A year down the line, the Casio XJ LED projector ranges are firmly entrenched across the UK's classrooms, with over 10 of United Learning's establishments running the transforming Casio LED projectors. That's over 700 units, with more being installed as budgets allow; their compact A4 size seamlessly slotting into the existing ceiling mounts and their inbuilt auto configuration quickly finding the optimum viewing experience. Resultant feedback from the schools and academies has been nothing but favourable, as Geoff reports.

*“The word brilliant seems to come out on top, time and time again,”* notes Geoff, *“Teachers are not just referring to the intensity of the light source here, but also to the technology itself and the fact that there is no maintenance or complaints about the ongoing cost of replacement of lamps.”*

In the classroom with the immediate on and off switch facility in place, there are relatively few instances where the unit is left on inadvertently overnight or across a weekend. Valuable class minutes are saved each lesson, a total time saving of 10 minutes at both ends of each lesson. That's a persuasive and impactful saving each term.

In terms of ROI vs. initial capital outlay per unit, Geoff has conducted some interesting findings with a five year cost of ownership (TCO) plan for traditional LCD vs. Casio's LED projectors. *“A traditional lamp based LCD projectors' TCO over 5 years equates to around £1200 (including projector, sourcing & installing 1 replacement lamp, arranging 1 offsite specialist deep clean & ongoing onsite maintenance 6 times a year); vs. Casio's XJ unit that retails at under £700 and simply has no further overhead. It's not just the financial considerations that stand out here. It's the fact that there is no downtime or hassle factor with the Casio XJ LED projectors.”* For total peace of mind, Geoff notes that Casio uniquely back each unit with a 5 year, 10,000 hour no-quibble guarantee. Add these savings per unit together with a reduction in energy and carbon overhead, and you have a significant reduction on school and academy budgets. Geoff concludes. *“Our passion is to provide to all the children in our care with an optimal infrastructure to facilitate learning and the Casio XJ LED projector range offers just that. Behind the scenes it is unequivocally cheaper, with zero maintenance and overhead. It's technology that we are happy to put our United Learning name against.”*

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