

# Case Study: Thomas Deacon

Thomas Deacon Academy showcase why the Green Slim series are the ideal replacement projectors

Thomas Deacon Academy is a new school with big ambitions. Opened in in 2007, it aims to maximise the achievement of every one of its 2,200 pupils, aged between 11 and 18. Students come from across the city of Peterborough, around 40 miles north of Cambridge.

Academic success is the priority, with 91 per cent of Year 11 students receiving five A\*-C grades at General Certificate of Secondary Education (GCSE) level, and A level students achieving an average of three B grades. Endeavour is paying off, with education watchdog OFSTED's latest stringent assessment recognising the Academy as a 'good' school.

Delivering success demands teaching, and teaching tools, of the highest quality. During the 2009/2010 academic year the Academy identified the need for 38 new projectors and, following a tough assessment process, selected the XJ-A135 from Casio's Green Slim range.

Tony Foskett from the Academy's IT department said, "Our business case set demanding challenges for

*the new projectors, including high performance, ease of use, value for money, low total cost of ownership (TCO) and demonstrable environmental advantages. We tested three models from different manufacturers, but it didn't take long to see that the Casio solution was head and shoulders above its rivals. It was the only one to meet each of our criteria."*

Although only three years old, the Academy's existing projectors exhibited a range of problems. Replacement lamps were increasingly difficult to source and, with need to buy two or three lamps costing around £200 each for every projector, expensive. Downtime was not an option, so a stock of replacement lamps had to be ready even if they were never used. In addition, teachers often found it difficult to clean filters and change lamps, leading to further demands on the IT department.

Casio's innovative lamp-free technology removed the drain on time and budgets at a stroke. With a revolutionary light source that delivers a 20,000 hour life expectancy — up to ten times that of conventional projector lamps — there is no need for the Academy to buy replacements. Casio projectors deliver outstanding TCO because the purchase price is the only investment

## Key features

- Lamp-free
- Up to 3,000 ANSI lumens
- XGA and WXGA resolution
- Flexible 2x optical zoom allowing easy installation
- Quick start and stop
- WLAN and USB (selected models only)
- HD ready
- Portable
- Less than A4 size



 **LampFree**  
CASIO Green Technology

 **Thomas Deacon**  
Academy

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**CASIO**

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*Tony Foskett, Academy's IT department*

that needs to be made, which is particularly important as budgets are squeezed.

*“The financial argument for the Casio solution is compelling — we estimate that the money we save in not having to buy replacement lamps alone will pay for the projectors. The new light source means we can run projectors for as long as we need them without worrying about ongoing costs. When IT services a projector, the classroom is closed and unable to be used. With minimal maintenance required for each Casio projector, we have far fewer classrooms being closed. We also anticipate a fall in calls on our time.”*

The projectors' high quality performance is also paying dividends for teachers at the Academy. Casio projectors deliver high brightness and brilliant colour rendition from the moment it's taken out of the box right through to the end of its lifecycle. Power-up takes just eight seconds, meaning teaching can begin immediately — and there's no need for cool down, so teachers don't have to try and talk over the hum of a fan or risk damaging the lamp. Foskett added, *“After the three week pilot test, we had a real fight on our hands to get the XJ-A135 out of the classroom again; the teachers didn't want to let it go!”*

Today, environmental factors are important to any school's investment decisions. Casio's new light source eliminates the need for mercury lamps, removing the potentially harmful element from manufacture, the classroom and the disposal process. Power consumption is less than 1 watt per hour in standby mode, easily meeting the requirements of the latest EU directive requiring reduced power demand for technical devices.



Thomas Deacon Academy found the implementation support to be a highlight of the project. Casio worked with reseller Original AV to deliver a seamless transition from old to new. Steve Warwick, Director of Original AV, said, *“We understand that the projector is just one part of the solution and have built up a real relationship with the Academy to identify what they need. Casio has supported this process in every way, getting involved with us in the detail to ensure that their projectors deliver the best possible benefits to our customer.”*

The first phase implementation of 38 projectors for the ground floor of Thomas Deacon Academy took just three days before the start of the 2010/2011 term. Another 80 Casio projectors will be installed on the remaining floors over the next two years. It's a process that has presented Tony Foskett with one unforeseen challenge, *“Our new projectors are all on the ground floor and they're proving so popular that there's cut-throat competition for the classrooms there — everybody wants a room with a Casio projector. Teachers, pupils and IT staff can't wait until we're fully Casio-equipped.”*

[www.casio.co.uk](http://www.casio.co.uk)

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