

Case Study: St. George's Academy

Leading Maths and Computing Academy, St Georges,
adopts hybrid Laser/LED Projectors throughout the Academy

New Casio XJ-M Signature range provides enlightened learning experience
whilst dramatically decreasing costs:

St George's Academy is a thriving, specialist academy in the heart of Lincolnshire excelling in the provision of Maths and Computing to over 2,200 students across two sites in Sleaford and Ruskington. The Academy's ethos is to equip students to positively contribute to the technological society that lies ahead of them. In the classroom, modern and emerging technologies take a key role in teaching methods with useful innovation being key to life at the Academy. Classrooms are equipped with the latest state of the art equipment including a

Key features

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

dedicated Innovation Centre, complete with a full size virtual driving simulator. The Academy is also home to the Lincolnshire School's ICT Focus Group, established by the Academy in 2006 to network and share ICT resources, experiences and technology between Network Managers across the county.

Jamie Hirst is the ICT Services Director for the Academy operating in a team of seven and is responsible for recommending and procuring integrated ICT to positively enrich the classroom experience. He is also one of the key drivers and innovators behind the Lincolnshire ICT Focus Group for local Academies, Schools and Colleges.

As such, when a Casio model of a new hybrid Laser/LED projector appeared back in the summer of 2010, and having worked with lasers previously, Jamie knew that what had been announced was nothing short of revolutionary enabling the move away from the resource draining conventional lamp-based projectors. He elaborates. *"The minute you switch on a conventional bulb based projector, degradation in the brightness of lumens starts. Even straight after a new bulb is replaced, the lumens may only ever reach 50% of their original brightness. Prior to the new Casio projectors being deployed, we not only had to factor in the high cost of new bulbs every 3 years, at the cost of £200 each, we also had to consider the ongoing maintenance cost of cleaning out filters on a monthly basis, which is no longer required with the Casio projectors."*



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CASIO

“One of the very few products that I would happily endorse”

Jamie Hirst, ICT Services Director, St George's Academy

The opportunity to trial one of the new Laser/LED projectors came when a conventional lamp based projector failed in the Language Centre. True to form, even after replacing it with a fresh bulb, the quality of the lumens was still not enough to satisfy the naturally light intensive room. Jamie contacted Casio and the first GreenSlim Casio XJ-A model was dispatched. Such was the positive response when in operation, that an order for the remaining five rooms in the Language Centre followed immediately. *“From that moment, we knew there would be no going back to conventional bulb projectors. The feedback was as instantaneous.”* Jamie laughed. *“The technology allows for an instant-on with no cool down required when you turn it off. This means that you no longer have to keep it switched on between lessons and the brightness means that the image is the same quality from wherever you stand in the room.”*

Such was the positive success in the Language Centre, it made sound financial and teaching sense to deploy LED/Lasers throughout the Academy and the decision was made to replace all the projectors. Casio had enhanced the model range further with the arrival of the new Casio XJ-M140, of which, one of the first production line models arrived onsite to co-incide with the meeting of the Lincolnshire School's ICT Focus Group:- *“It was great to unveil the revolutionary technology right before the Focus Group and explain our positive experiences. Switching it on, immediately the group was engulfed by the ‘wow brightness’ factor. The overall consensus was that LED/Laser would have to represent the way forward for projector technology.”* Jamie explains.



Each Casio XJ-M140 arrived with a no quibble 5 year or 10,000 hour hardware and light source warranty, which Jamie envisages will last the Academy many, many years before each projector needs replacing. Compare that to just three years regularly experienced with the bulb based units. The illuminating experience spans way beyond lumen degradation and filters into being able to flood even the brightest naturally lit classroom with crystal clear imagery provided by native XGA resolution of 1,024x768 pixels with a brightness of 2,000 ANSI lumens. In terms of decreasing ‘ladder time’ and ongoing maintenance for the Team, the Casio XJ-M140 is a sealed unit with no need for bulb replacement and no filters that need to be cleaned manually across the year. Certain areas within the Academy, such as the Design & Technology Suite, attract more dust and therefore needed greater ongoing cleaning of filters in the bulb based projectors. Another job dusted and resource saved using the Casio XJ-M140.

The remaining units were installed in all the Academy's classrooms throughout the summer vacation and their lightweight, A4 size frame slotted seamlessly into the existing ceiling mounted brackets. The AV Deployment Team were pleased to note that with the Casio XJM140, there was no manual configuration required of each projector to find the optimum viewing or worrying whether the bulb should be housed left or right. Casio's flexible lens ratio technology meant that the projector can be installed anywhere and it will seamlessly configure itself for the optimum viewing experience.

When the Academy returned in the Autumn term, staff instantly reported a marked difference in their teaching experience. Lectures were no longer interrupted with staff fiddling with blinds and adjusting projector settings in order that the whole class could see the lesson properly. Staff even gave a thumbs up to the remote design as it is very robust and comes with great facilities such, such as 'blinking; freezing and mouse zoom' which are regularly used in class.

As you would expect in such a forward thinking environment, the Academy has a strong Green Policy and strives wherever possible to reduce energy and carbon overheads, demonstrating efficiencies. Part of the Signature Range, the Casio XJ-M140 boasts 75% reduction in energy costs, using less than 1 watt of electricity in standby mode and contains no mercury for disposal considerations.

Add the reduced energy bills to the overall cost savings and you have a significant impact to the bottom line for the Academy. Jamie concludes. *"We stand proud of our heritage of deploying really useful technology that produces an enhanced learning experience for the children and staff and give us significant reductions in the cost of ownership deploying a far superior product. As a technology Academy, we stand extremely proud of this installation and technology choice and it is a solution I am happy to put my name against."*

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