



# UC DAVIS

## GRADUATE SCHOOL OF MANAGEMENT

### Bay Area Working Professional MBA Campus San Ramon, California

### Crestron helps UC Davis GSM Roll Out State-of-the-Art Classroom Technology

The Graduate School of Management (GSM) at University of California, Davis, is recognized as one of the top MBA programs in the country. The Wall Street Journal ranks UC Davis No. 6 in the world for preparing MBAs for the Internet, telecommunications and technology fields. The Graduate School of Management's Bay Area campus for its highly successful UC Davis Working Professional MBA Program recently moved across town from the San Ramon Valley Conference Center to the Bishop Ranch Business Park in San Ramon. Serving more than 220 MBA candidates, the new, 9,000-square-foot teaching suite features four 40-plus seat classrooms, a large student lounge area, four meeting rooms and a reception area. Crestron was selected to provide advanced AV and lighting control systems and campus-wide remote monitoring. The GSM's new building, Gallagher Hall, now under construction on the UC Davis campus is scheduled to open this fall and will also have state-of-the-art classrooms outfitted with Crestron equipment.



"As far as I'm concerned, a large portion of this project's success came from such great 'functionality discussion' by everyone at the start," explains BMA co-owner, Mark LaVecchia. "This project was a perfect example of how successful an integration can be when control system functionality is clearly defined at the very front of the project."

Each classroom is furnished with a custom lectern outfitted with a computer, DVD/VHS player, document camera and inputs for a laptop and iPod®. A Hitachi XGA projector transmits presentation content from any device onto a 96" wide retractable Da-Lite screen. The GSM also installed hearing impaired listening systems by Listen Technologies Corporation in all classrooms at the Bishop Ranch facility. These infrared listening systems broadcast audio signals from the audio/video equipment (i.e., DVD, computer, iPod, etc), in addition to speech audio from the lecturer.

Seamless integration of the components is handled by Crestron MPS-200 Multimedia Presentation System, which is installed in each lectern. With space utilization and ergonomics a priority, MPS-200 provided the perfect fit for the "smart" lectern configuration, combining a powerful control system, multimedia switcher, audio processor and amplifier into a single rackmount device. The MPS-200 provides high-performance auto switching of all video sources to the projector, while the input signal-sensing feature provides device power status information to the control system.

The intelligent MPS solution surpassed the GSM expectations by automating AV and lighting control in each classroom and eliminating the need for multiple components to achieve the same result.

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### 'Smart' Lecterns - Arrive, Touch a Button, Teach

GSM IT Director Chip Mrizek's goal for the Bay Area MBA campus: Implement a budget-wise solution that armed faculty with advanced presentation functionality that does not require a steep learning curve to operate. Advanced planning with local Crestron dealer, Avidex Systems, Inc., paid big dividends. Mrizek and Avidex made functionality a priority. They worked with CAIP (Crestron Authorized Independent Programmer) BMA Software Solutions, of Placentia, CA, to determine precisely how the system should operate at the touchpanel.



### Simplifying the User Experience

Crestron TPS-6L Isys® 5.7" Touchpanel is lectern-mounted and gives instructors convenient one-touch system control. Through customized programming provided by BMA, instructors enjoy a simplified touchpanel interface with complete room control. With a touch of the screen, icons are displayed for the PC, DVD/VHS player, laptop, iPod®, document camera and lights. Instructors simply choose their desired mode of presentation and, with a press on the icon, lights automatically dim, the screen lowers and the projector powers on. When the session is over, another button press reverses the process, shuts the system down and prompts for the next class. In addition to high-performance room control, the TPS-6L touchpanel offers professors 16-bit color graphics of presentation content and full-motion video viewable in easily scalable window sizes.

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To supply optimal room lighting for students and instructors alike, preset levels were programmed for multi-zone effects – the front of the room dims 75% to enhance projector viewing, while the seating areas dim only 50%, allowing students to see their notes.



Lighting levels are seamlessly controlled using a CLW-DIM Wall Box Dimmer mounted in each classroom. CLW-DIM enables push-button control as a standalone dimmer plus enhanced functionality, via the control system, centrally from the touchpanel. If an instructor wants to brighten or dim the lights beyond the preset levels, she can do so right from the lectern-mounted touchpanel.

### Remote Management, Support and Control from 70 Miles Away with RoomView®

System-wide remote monitoring from the main campus in Davis was essential for the GSM IT Support group. RoomView® enterprise management software allows IT staff to control, monitor and troubleshoot all AV and lighting resources in each classroom, remotely from the support desk 70 miles away in Davis. RoomView also allows staff in Davis to view a remote touchpanel GUI in real-time, and enables instant two-way text messaging between user and technician, providing instantaneous live support.

Additionally, instructors can e-mail the help desk for immediate assistance, directly from the touchpanel. If necessary, staff in Davis can 'take control' of the podium and therefore, the entire room. The result is a fast, streamlined, hassle-free support function that drastically reduces staffing requirements, response times and downtime. "Help desk escalations have been virtually nonexistent," says Mrizek.

Summing up the integration of the Crestron solution, Mrizek says, "The installation went flawless, operation is flawless, the learning curve was minimal, support level requirements are nearly nil and we've received excellent feedback from our faculty."