Samsung displays brighten high school students’ career paths

Case Study

dB Audio & Video selects Samsung for state-of-the-art digital signage system at award-winning Lanier Charter Career Academy
The Customer

dB Audio & Video

dB Audio & Video is a full-service integrator specializing in audio, video, control automation, lighting and acoustics. The company focuses primarily on the houses of worship, military, educational and industrial markets, deploying teams of experts to supply functional state-of-the-art systems to meet customer need, and to nurture customer relationships even years after the integration projects have been completed.

dB Audio & Video has been integrating digital signage systems into its projects for seven years. Digital signage customers in its home state of Georgia include the 12Stone Church in Lawrenceville, the Freudenberg-NOK manufacturing facility in Cleveland and the Victory World Church in Norcross.

Customer Need

A quality digital signage system that is not only high-performing and durable but also contributes to technology skill-building

The Hall County School System operates the groundbreaking Lanier Charter Career Academy at The Oaks in Gainesville, Ga. Serving Hall County high schools, the Academy is a winner of the prestigious “Building of America Award” for innovations in education, design and technology. It provides students interested in pursuing careers in culinary arts, hospitality management and interactive marketing with a unique hands-on opportunity to learn and develop skills in a real-world environment. To help students apply and hone their skills, the Academy operates five businesses – a café, a restaurant, a gift shop, a conference and events center, and a promotions lab – that are open to the public and which students help to manage and run.

The Hall County School System envisioned a learning environment equipped with the latest technologies critical to its focus on helping students gain high proficiency in technology. To bring this vision to life, it selected dB Audio & Video to design a system integrating audio and video, and digital signage capabilities.

dB Audio & Video turned to Samsung for quality digital signage solutions that are not only high-performing and durable but would also reinforce student creativity and help build valuable technology skills. Samsung has been the primary source of products for the company’s digital signage projects. “Samsung’s lineup more than meets the needs of our markets,” says Neil Philpott, Systems Advisor, dB Audio & Video.

But apart from satisfaction with Samsung displays, there was another consideration that led to Samsung’s selection. “Samsung representatives provide what we like to call a partnering attitude,” says Philpott. “On many levels, this is a huge determining factor when we specify the products for an integration project.”
The Samsung Solution
Professional and commercial digital signage displays featuring MagicInfo™ software

dB Audio & Video focused on Samsung network displays, all of which feature built-in PCs. Utilizing Windows® XP Embedded Standard 2009, the displays offer advanced security and the ability to be controlled remotely. The built-in PC also allows easy content control over an existing network with Samsung MagicInfo™ software. The more streamlined solution eliminates the need to run extra PC wires and cables.

“The variety of content applications as well as the expansive live feed options made Samsung the only choice for this project. Samsung’s network displays with MagicInfo™ software met the technology needs of the diverse project at an affordable cost.”

– Neil Philpott, Systems Advisor, dB Audio & Video

Integrated into Samsung MagicInfo™ software, MagicInfo™ Pro and MagicInfo™-i software allows users to control and detect the conditions of the displays with its remote management capability via LAN/WAN. It also offers a powerful Author Tool for user-friendly content development. MagicInfo™ Pro software provides easier video wall control with greater functionality. Displays can be grouped and their content controlled as one entity, making it easy to display different content in different locations. It also provides RSS feed capability to display stock market quotes, weather updates, scores and more.

Samsung TSn-2 Touchscreen Display Quick Profile

- Commercial-Grade Interactive Touchscreen Display
  - Adds level of detail and engagement typical displays can’t offer
- Sensitive, Fast and Durable
  - Infrared technology for high responsiveness
  - 3mm thick protective glass panel ensures reliable operation for years to come
- Built-In Speakers
  - Two high-powered 10W speakers add an extra dimension of functionality
  - Eliminates the need to buy and mount external speakers
  - Deep, rich sound your audience hears will complement the HD image they see
- Convenient Networking Capability
  - Touchscreen display features built-in PC for easy networking
  - Content control is as easy as a few clicks of the mouse
  - Create touch screen video walls with the built-in RS-232C connection
- The Right Size for the Right Message
  - TSn-2 touchscreen displays are available in 32", 40", 46", 65", 70" and 82"

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The project employs a range of Samsung professional and commercial displays to serve the Academy’s academic, entertainment and business needs. It includes the Samsung 460UXn-2 and the Samsung 320TSn-2. Designed for 24/7 operation and incorporating a slim 12.5mm bezel for video wall capabilities, the Samsung 460UXn-2 is used as an indoor menu board. The Samsung 320TSn-2, a commercial-grade touchscreen display, serves as an interactive kiosk for event information at the Academy’s reception area.
Other display models used throughout the Academy include:

- The 460DRn featuring extra bright visibility for the outdoor menu video wall for the café
- The high-performing 520DXn with advanced long-life cooling technologies for live video conferencing to classrooms
- The 460CXn designed to integrate PCs for event and design content from the promotions lab, and for customer entertainment in the café and gift shop
- The 320MXn-2 with LCD displays engineered for maximum performance and reliability for information at the café and gift shop doorways
- The premium information display 570DXn for extended operation and longer life, with advanced cooling design and equipped with Samsung’s Digital Power Management System for energy savings for presentations in culinary classrooms
- The 700DXn-2, also equipped with advanced features for extended operation, consistent performance and longer life, for the dining room

The project however was not without challenge. According to Philpott, no one at the school had experience with advanced digital signage systems, or with the variety of layouts, live feed inputs and capabilities that the Samsung displays offered. While the teachers received training from dB Audio & Video, they benefited greatly from direct contact with a Samsung signage specialist. “Samsung provided invaluable help in directing teachers to new and innovative thinking, robust content applications and troubleshooting for greater signage effectiveness,” says Philpott.

“dB Audio & Video’s integration of Samsung’s display products at the Lanier Charter Career Academy underscores their real-life benefits,” says Kevin Schroll, Senior Manager, Commercial Display at Samsung Enterprise Business Division. “The changing business climate means that organizations, including academic institutions, need display solutions that not only offer superior image quality but also work in harmony with their environment and objectives. Samsung’s products offer just this.”

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**Samsung UXn-2 Video Wall Display Quick Profile**

- **Commercial-Grade Display Designed for 24/7 Video Walls**
  - Features advanced cooling technologies allowing reliable operation 24 hours a day, 7 days a week
  - Full HD 1080p resolution and HDMI connectivity
- **Placement in Bright Areas**
  - Up to 700 max cd/m2 for visibility in bright light
- **12.5mm Bezels for Seamless Video Walls**
  - Thin, 12.5mm bezels (.49") mean virtually seamless video walls
  - MID46 interlocking kits allow simple video wall assembly
- **DVI Loop-Out Function**
  - Allowing daisy chaining displays utilizing a digital AV signal
- **Built-In PC with Windows XP Embedded Standard 2009, for Easy Content Control over LAN/WAN**
  - The integrated PC provides video wall control over network: up to 5 x 5
- **MagicInfo™-i Software**
  - MagicInfo™-i gives you a Web-based server, to upload and control content from anywhere
The Results

Career pathways come to life

The Hall County School System welcomes many visitors from other county school systems, who come to see for themselves how the Academy is successfully combining academic excellence with real-world experience and building a strong technology skills foundation for its students.

For example, students develop content for marketing, and exhibit it on the school’s digital signage system, including the digital menu boards for both walk-in and drive-up window customers at the cafe. The medium allows for greater options in design, color and movement, and has inspired design creativity and discussion.

The Samsung displays play an important role in the school’s efforts, according to Aaron Turpin, Executive Director for Technology, Hall County School System. He says, “The Samsung displays bring our students’ marketing visions to life with a simple-to-use digital signage user interface. Our students are able to develop world-class marketing and e-commerce skills.”

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Public businesses are also welcome to advertise on the system, bringing revenue to the Academy while building a connection between the school and its students, and the local business community.

dB Audio & Video takes pride in the strong results of the integration project. The company credits its partnership with Samsung for the Hall County School System’s satisfaction with how the digital signage system is brightening its students’ career paths. “Samsung provides unusual prompt service, and its willingness to lend a helping hand to our end users means a lot to us,” says Philpott. “This establishes confidence in Samsung products, and in Samsung as a company that desires to keep a customer happy.”

For more information, please visit samsung.com or call 1-866-SAM4BIZ.

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