



Avocor Brightens Classrooms Across Academy Trust in West Midlands

The Thomas Telford Multi Academy Trust (TTMAT) is a group of five schools in the West Midlands, UK, including four secondary schools (Madeley Academy, Sandwell Academy, Walsall Academy, Thomas Telford UTC) and one primary school (Redhill Primary Academy).

TTMAT has a unique flat management structure that provides the Headteachers' of each Academy with the autonomy, independence and accountability to take full responsibility for running each Academy. Effective communication and collaboration is also important to empower efforts and raise standards. Collectively, TTMAT decided to revamp its classroom technology with the aim of revolutionizing the teaching and learning experience.

Across the TTMAT estate, a traditional projector and whiteboard setup was the standard classroom AV set up. While benefitting from familiarity, this AV set up also presented a variety of teaching and practical limitations. For example, projectors could cast glare on screens, meaning disruption to presentations, and additionally, the reliance on lamps not only inflated costs but also created downtime when replacements were required. In addition, this legacy setup could create a physical barrier between teachers and technology, hindering the desired dynamic learning experience.

The Trust embarked on a comprehensive vendor selection process to upgrade the AV. The Trust would give priority to future proof solutions. Longevity was also a critical factor, and it became apparent that some vendors lacked the established track record to inspire confidence. Furthermore, the Trust envisioned a technology solution that seamlessly integrated with existing workflows and sought a software-agnostic approach to empower teachers to utilize their preferred software and learning platforms without restriction.

Avocor's innovative interactive E Series displays emerged as the frontrunner. Not only did the E Series offer a reliable and durable solution, but its cutting-edge gesture recognition technology set it apart at an early stage.

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case study



This forward-thinking feature resonated with the Trust's vision of fostering a more interactive and engaging learning environment. Equally important was the seamless integration with a teacher's laptop or PC, transforming the displays into an extension of their existing tools. Finally, the elimination of lamp replacements significantly improved the Total Cost of Ownership (TCO), making Avocor a financially attractive option.

"Our traditional AV setup was reliable, but limited," says Daljeet Kangh, Director of Information Technology Services at Sandwell Academy Trust. "We envisioned a future-proof solution that would create a more engaging learning experience, but also improve the TCO of our AV systems. We've been delighted with the positive impact Avocor displays have had on our classrooms and look forward to equipping even more classrooms in the future."

The Trust has made a bold decision to implement Avocor interactive displays in 112 classrooms, so far, across its network. This move has signified a commitment to providing teachers and students with the most advanced technological tools available. The E Series high-definition screens offer a vibrant and captivating visual experience for students. While the transition from VGA to HDMI presented a minor technical hurdle, the Trust's IT team addressed it swiftly, ensuring a smooth integration. Avocor's exceptional 7-year warranty, coupled with ongoing support, offered further peace of mind, guaranteeing long-term reliability and reducing potential downtime.

Since the implementation, the Trust has witnessed a dramatic improvement in classroom dynamics. The Avocor displays' intuitive touchscreens and gesture recognition capabilities have fostered a more interactive student learning experience. Teachers can now engage students in real-time collaboration, fostering deeper understanding and knowledge retention. The Trust has also been impressed with the displays' remarkable durability, withstanding the demands of a busy classroom environment. The mixture of 65-inch and 75-inch displays caters to classrooms of varying sizes, and plans are already underway to equip additional classrooms with this transformative technology.

Avocor displays have become a cornerstone of the Trust's commitment to educational excellence and it is confident that Avocor technology will continue to empower its teachers and offer a dynamic and engaging learning environment for students for years to come.

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