

Bloomsburg University of Pennsylvania selects Analog Way's Matrix Switching systems



A new classroom of Sutliff Hall – Bloomsburg University of Pennsylvania

Bloomsburg University (BU) is a public university, part of the Pennsylvania State System of Higher Education. Over the last two years, BU's Sutliff Hall, home of the College of Business, Department of Instructional Technology and Department of Economics, underwent a \$10 million renovation project. The 52,000-square-foot facility houses classrooms, offices, conference rooms and a Wall Street-inspired financial services laboratory.

At a dedication ceremony in April 2012, Dr. Michael Tidwell, former dean of BU's College of Business, described the renovated Sutliff facility as *“one of the newest and most innovative buildings for a business college in the Pennsylvania State System of Higher Education.”*

Having a long business relationship with Bloomsburg University, **Advanced AV**, based in West Chester, Pennsylvania, was chosen to handle the integration of audiovisual systems for the renovated Sutliff Hall. Mike Morgan, Senior Account Manager at Advanced AV, explains: *“For part of the new classrooms, Bloomsburg University required full screen projection with 1280-by-800 WXGA resolution, as well as a supplemental wide screen display monitor, being 1920-by-1080. They also wanted the option to select any source in the classroom system.”*



In terms of sources, each classroom had a dedicated room PC with both analog and digital inputs, a Samsung document camera, a DVD player, a high-vision IPTV box, and an auxiliary composite video input.

The classrooms were equipped with an NEC NP-350W video-projector for the main screen. Each monitor, primarily used for streaming cable TV, was an NEC V461. *“When we looked at that, we had a number of problems to tackle. One was the contrast in resolution between the projector and the flat screen, the first being 1920-by-1080, the other one being 1280-by-800. In addition, we also had two different aspect ratios, 16/10 for the projectors and 16/9 for the displays,”* Morgan says.

To overcome this issue, Advanced AV went with **Analog Way's Smart Matrix LE**. *“We needed a high-quality, reliable, proven product to handle the matrix switching as well as scaling outputs to send to each display,”* says Morgan. *“Analog Way's Smart Matrix LE was definitely our chosen product due to the quality and the features it offers.”*



A rack with Analog Way's Smart Matrix LE

Smart Matrix LE (Ref.SMX100) is a Scaled Matrix with Native High Resolution Outputs. With 10 inputs, including 2x3G/HD/SD-SDI and 2 x DVI-I, the Smart Matrix LE allows the display of a presentation on two different outputs and offers the ability to manage the content with true seamless transitions.

Through the course of the project, BU's College of Business now has a total of 14 classrooms equipped with Analog Way's Smart Matrix LE. *“Quality was definitely a large consideration when equipping the renovated Sutliff Hall; that's why we opted for Analog Way. The Smart Matrix LE is such a good product. It does everything it promises, it is easy to configure, and technicians love it,”* says Morgan. *“The client was extremely pleased with the results. Everything matched perfectly.”*

Advanced AV

Since its establishment in 1985, Advanced AV has demonstrated a commitment to long-term customer relationships and constant training and growth opportunities for its industry-leading personnel. Headquartered in West Chester, Pennsylvania, Advanced AV has evolved with the advancement of technology into a specialized integrator of professional audiovisual systems for business, education, government, and worship facilities, serving the mid-Atlantic region of the U.S.

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is a leading designer and manufacturer of presentation switchers and image converters. The company designs a wide range of seamless switchers, computer to video scan converters, scalars, and up/down converters. The products provide the most advanced solutions in the, AV, Rental & Staging, Education, Houses Of Worship, Church, Corporate, Broadcast and Industrial markets.

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