

# AV over IP in Education and Esports

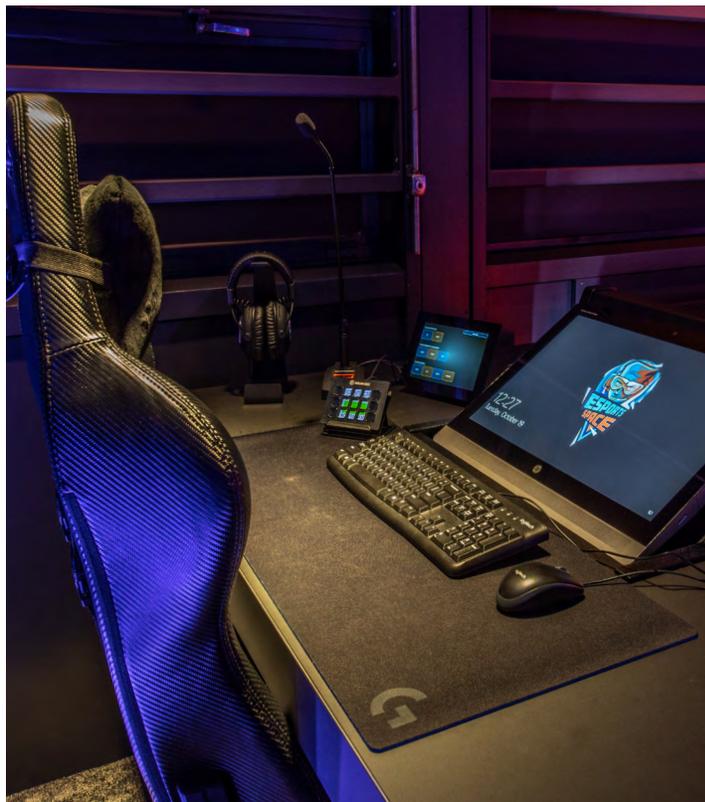


Future professionals in the creative industry work with Atlona

**"C**reative, innovative and strong willed, that's the Grafisch Lyceum Rotterdam (GLR)" and they certainly live up to that. During the search for an AV over IP solution, the GLR looked beyond the obvious brands and solutions. The choice fell on Atlona. Atlona is an internationally progressive manufacturer with a surprising offer, yet still relatively unknown to the Dutch audio-video market. Jeroen den Dunnen, responsible for development and innovation in the Media, Entertainment and Technology department, explains why he chose Atlona.

### **Challenge: Find a vendor that is responsive to current needs and willing to collaborate on future developments**

"Education is always evolving, especially at the Grafisch Lyceum Rotterdam. Understandably so, given the rapid developments within the creative industry. Innovative technologies follow each other up in quick tempo. The GLR pays constant attention to new developments in the business world. Graduates are therefore able to compete at a European level in Media, Design, and the Creative Industry. The MET department (Media, Entertainment and Technology) is constantly working on new developments and researching innovative solutions. They try to stay five years ahead of the current market, to ensure graduates immediate employability. Five years ago, the focus was on AV control systems," tells Jeroen. The search for a suitable AV control system was a difficult one. "A number of



big names in the market were unable to provide the required flexibility. Demo requests, for example, were never complimentary and solutions were 'Windows based'. Not exactly ideal in an environment where Apple equipment is used. In addition, the AV over IP systems offered, were not intuitive. And that just so happened to be one of the most important requirements, because the more unaware we are of a system, the more user-friendly it must be. A difficult challenge of course. Being unaware of a system, is in fact a sign that everything works and is automated. Appearance and operability must be smooth. This proved to be quite the challenge," says Jeroen.

### **Solution: Atlona speaks the same language and develops quickly**

During the Integration Systems Europe trade show in 2019, Jeroen came across Atlona's stand. Soon Jeroen came to realize that Atlona and the GLR were speaking the same language. Through System Integrator D&MS and Intronic, Atlona's Belgium-based distribution partner, the collaboration began. AV over IP solutions from Atlona offer several advantages over other brands.

**"The Omega series consists of switches, extenders and video processing solutions with features and technologies designed specifically for today's meeting and conference rooms"**

– Jeroen Den Dunnen, Development and Innovation, Grafisch Lyceum Rotterdam (GLR)



For example, Atlona's AV over IP OmniStream™ offers the performance and reliability of traditional AV distribution while adding unlimited scalability and cost efficiency. This is thanks to its integration into data networks. "It's tremendously affordable: if you want to expand the system, the cost doesn't add up quickly. I saw many possibilities in the Atlona product range. The Omega™ series consists of switches, extenders and video processing solutions with features and technologies designed specifically for today's meeting and conference rooms.

"Not to mention Atlona Velocity™, an innovative IP-based AV Control platform. The Velocity platform allows AV systems to be configured and customized in minutes without the need for complex programming skills. Velocity is intuitive and easy to explain to a 16-year-old student. The system allows third-party products into the system, so the adoption rate is high. Control drivers are also quick to develop. In addition, the touch screen functions as a booking system for meeting rooms. With the right connection it is even possible to turn the lights in the room on and off and set them to the desired position, and we can darken the windows", explains Jeroen.

### **Result: Esports Space, classrooms and personal workplaces furnished with Atlona**

The Esports Space is the newest state-of-the-art facility of the Grafisch Lyceum Rotterdam. At esports events,

many media disciplines come together: organizing an esports event, creating visuals for a live stream, building a stage including a shoutcaster booth, providing the live stream, directing, reporting on the matches, etc. Several Atlona solutions have been applied in the Esports Space. With the help of the intuitive touch-screen control panel, the Esports Space can change from an esports event to, for example, a teaching environment in the blink of an eye. To further develop the media disciplines, a facility for the new eXperience Integration (XI) specialization was recently built alongside the Esports Space. Four technologies are central to the XI specialization: control systems, audio, video, and lighting technology. The XI classroom contains four simulation rooms aimed at four sectors in which new technologies are also used a great deal to create an experience: corporate (companies),

**"The Velocity platform allows AV systems to be configured and customized in minutes without the need for complex programming skills. In addition, the touch screen functions as a booking system for meeting rooms"**

– Jeroen Den Dunnen



retail (shops), residential (luxury homes) and hospitality (leisure sector). In concrete terms, GLR faculty translated this into the reconstruction of a meeting room, a shop, a home cinema, and a hotel lobby. In these four settings, the previously mentioned technologies are clearly present. There are also four table groups in the classroom, each table accommodating eight students. Each table group focuses on one of the four technologies which the students can experiment with.

A nice addition is that the students must program the demo rooms themselves. All demo rooms are equipped with Atlona solutions. Atlona Velocity gateways and touch screen control panels were chosen for meeting room scheduling information. Thanks to the integration with popular calendar applications, schedules are displayed on control panels at the entrance to the meeting room. The control panels feature color-coded interfaces and LED frames to indicate whether a meeting room is available. This allows users to check for the meeting room

availability of an entire corridor in just one glance. Users can make ad hoc bookings directly from the control panel. In the retail demo area, customers are attracted with eye-catching digital messages in the shop, prompting them to make purchases. Matrix switchers from Atlona ensure that any source can be sent to any display and distribution amplifiers ensure that a single source is sent to multiple displays. All channels can be selected and sent using an intuitive touch-screen control panel.

"Students are enthusiastic about Atlona. At the online Atlona Academy they can follow several technical training courses free of charge to broaden their knowledge and stay up-to-date. They also learn how to apply Atlona products and solutions in practice and how to combine them with other brands. They also give feedback directly to Atlona. This completes the circle: not only the MET department but also our students work and develop together with Atlona," concludes Jeroen.



# SELECT FEATURED PRODUCTS

MODEL	DESCRIPTION	
<a href="#">AT-OMNI-112</a>	The Atlona OmniStream™ 112 (AT-OMNI-112) is a networked AV encoder with two independent channels of encoding for two HDMI sources up to UHD @ 60 Hz and HDR (High Dynamic Range), plus embedded audio and RS-232 or IR control pass-through.	
<a href="#">AT-OMNI-121</a>	The Atlona OmniStream 121 (AT-OMNI-121) is a single-channel networked AV decoder for HDMI / HDCP 2.2 output supporting resolutions up to UHD @ 60 Hz and HDR (High Dynamic Range), plus audio embedding and de-embedding, and RS-232 or IR control pass-through.	
<a href="#">AT-OME-PS62</a>	The Atlona AT-OME-PS62 is a 6x2 matrix presentation switcher with HDMI®, USB-C®, and HDBaseT™ inputs, plus HDMI and HDBaseT outputs. The OME-PS62 features HDBaseT extension for video up to 4K/60 4:2:0, plus embedded audio, control, Ethernet, and USB over distances up to 330 feet (100 meters).	
<a href="#">AT-OME-MS52W</a>	The Atlona AT-OME-MS52W is a 5x2 matrix switcher with HDMI, USB-C, DisplayPort, and wireless AV inputs, plus HDMI and HDBaseT outputs. It features wireless presentation capability and native screen mirroring for iOS®, Android™, Mac®, Chromebook™, and Windows®.	
<a href="#">AT-OME-EX-TX</a>	The Atlona AT-OME-EX-TX is an HDBaseT transmitter for video up to 4K/60 4:2:0, plus embedded audio, control, Ethernet, and USB over distances up to 330 feet (100 meters). The OME-EX-TX is HDCP 2.2 compliant and transmits IR, RS-232, and IP control signals.	

# SELECT FEATURED PRODUCTS

MODEL	DESCRIPTION	
<a href="#">AT-VGW-HW</a>	<p>The Atlona AT-VGW-HW-3, AT-VGW-HW-10, and AT-VGW-HW-20 are Atlona Velocity server gateways for AV system control, plus room scheduling and AV asset management. These gateways feature a compact enclosure that easily installs into a rack.</p>	
<a href="#">AT-VTP-1000VL</a>	<p>The Atlona AT-VTP-1000VL is a Velocity 10" touch panel with integrated surround LED lighting. It features contemporary, refined styling with 1280x800 native resolution, and a capacitive glass surface that supports multi-touch.</p>	
<a href="#">AT-VTP-800</a>	<p>The Atlona VTP-800 is a Velocity 8" touch panel for AV control and room scheduling. It features contemporary, refined styling for modern presentation environments with 1280x800 native resolution, and a capacitive glass surface that supports multi-touch and gesture interactions.</p>	
<a href="#">AT-HDVS-CAM</a>	<p>The Atlona AT-HDVS-CAM is an enterprise-grade PTZ camera designed for use in video conferencing and other applications such as lecture capture and distance learning. It features a USB 2.0 interface for video and camera control.</p>	
<a href="#">AT-DISP-CTRL</a>	<p>The Atlona AT-DISP-CTRL is a compact display controller, designed for small meeting spaces and huddle rooms. The DISP-CTRL detects connection of a source device with an active signal, and then automatically sends a control command to power up a display.</p>	