

## VBRICK



### BASD uses VBrick to Distribute Media throughout the District and Community

Boyertown, PA: When the Boyertown Area School District (BASD) was faced with failures in the district's CATV infrastructure they knew they did not want to re-invest in a traditional system. They also knew they wanted to be able to stream their CATV channel across the local cable system in the community while also providing a live stream on the district's website, allowing their users to stream content direct to their computer or mobile device anywhere across the district. With these requirements it was determined that a VBrick system would be the best fit.

Applied Video Technology (AVT) worked with BASD Director of Information Technology, Scott Major to design and install a VBrick system complete with a VEMS Mystro portal to manage live and on-demand video and audio files and a Distributed Media Engine (DME) to optimize and streamline the distribution of HD video and other rich media content across the district.

"BASD chose VBrick because of its ability to meet our current needs while allowing us to scale as our needs change without overhauling the entire system. VBrick's experience, reputation and success in industry, government and education indicate they are doing something right," said Major. "AVT demonstrated the required skills and worked diligently with BASD technology and TV station personnel in advance to ensure the system would exceed our expectations in the way of cost, performance and ease of use."

BASD is currently using the VBrick system to broadcast the Senior High TV station across classrooms, digital signage in common areas within the school, the internet and a local community cable channel. Plans for future expansion of the system include bringing a two more schools into their VEMS portal to allow these school's content to be viewed district wide. They also plan to begin digitizing existing video content created in their High School TV studio so it may also be accessed via VEMS in the classroom and at home.



*"We would absolutely recommend both VBrick and AVT services for any school district looking to achieve these same goals. The quality of the equipment provided by VBrick combined with the expertise and dedication of AVT's staff makes the choice a no brainer," Major added. "In addition, we truly value the post sales follow ups and support as we moved the system in to production and transitioned technical skill sets."*