

**SONY**



# Solutions for Higher Education

Transform teaching. Enhance learning.

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interactive brochure with Adobe Acrobat

# Included in this brochure

Meeting the challenges  
of higher education



Sony's value proposition



Curating your entire  
AV ecosystem



Outfitting every  
educational space



Customer focused  
programs & service



Customer success stories





# Meeting the challenges of higher education

Making the most of government funding >

Best practices for hybrid and hyflex teaching >

Digital signage all around the campus >





# Meeting the challenges of higher education

In an era of digital transformation society-wide, no transition was fast-tracked as dramatically as the pivot to remote and hybrid learning/teaching models.

And from that pivot, best practices are now emerging for better tech-enabled learning both in-classroom and with remote students/teachers – for hybrid, flex, flipped, and hyflex classrooms, and in labs, academic incubators, teaching theaters – any educational space.

And better communication is not just about the classroom and remote learners. The most forward-thinking schools are also using new display technology to bring better communication and messaging to lobbies and common areas, alumni centers, dining areas, recreational and sports spaces, and more.

The new, connected campus is about the overall college experience, everywhere on campus, if you do it right – which starts with choosing the best technology partner.



## Enhanced learning

Top architectural design firm Gensler sees several trends shaping the next generation of campus buildings, including these four areas that offer new opportunities for enhanced learning and success:

- Community, connection, and wellness spaces
- Multidisciplinary incubators
- Reimagined lecture formats
- Tech-enabled collaboration areas

[2021 Gensler Report - Education >](#)



# Making the most of today's government funding

Sony and Sony's integrator partners have made significant investments in expertise to help their customers leverage monies that are being allocated to every state.

- Some funds available under the new American Rescue Plan Act (ARPA) give schools until 2024 to acquire and install technology solutions.
- New funding goes way beyond just enabling remote teaching and learning, and toward "a positive learning experience" that can be achieved with more and better AV solutions: hyflex solutions, tracking cameras, better displays, more intelligible audio, and more.



## \$40 Billion

The most recent, March 2021, American Rescue Plan Act (ARPA) includes \$40 billion in aid for the Higher Education Emergency Relief Fund, surpassing the \$14 billion colleges and universities received in the March 2020 CARES Act and the \$22.7 billion they received in the December 2020 \$900 billion relief package. Additionally, the bill includes \$350 billion for state, local, and tribal governments.

[US Gov EDU Funding >](#)

## Funding New Solutions

Many kinds of AV solutions could qualify for acquisition under the new government funds, including next generation displays that address classroom social distancing guidelines. Most legacy classroom displays are 65" or smaller, forcing students and instructors to sit close together to view the content. A great solution for this challenge is Sony 100" BRAVIA displays with a wide viewing angle – students can sit farther apart and still see the content clearly.



# Best practices for hybrid teaching & enhanced learning

How do you choose solutions, with so many vendors offering so many products? Can you avoid the pain points associated with cobbling together display, video, and audio solutions from random vendors? Today's best practices are about optimizing the entire AV ecosystem.

The new approach goes way beyond just using a few digital screens – with poor audio intelligibility, and poor audio/video synchronization – coupled to mediocre webcams. It's about leveraging the latest audio and video advancements to enable better student and faculty engagement.



## Asynchronous, synchronous, hybrid teaching

Remote or hybrid teaching is designed for synchronous, or asynchronous remote attendance. In a synchronous model instructors and students gather at the same time and interact in real time. In an asynchronous mode, instructors prepare course materials for students in advance of students' access, and students may access the course materials at a time of their choosing and will interact with each other over a longer period.







# Digital signage all around the campus

From showcasing sports or entertainment events, to emergency announcements in real time, to wayfinding and dining area messaging – pushing dynamic digital signage content throughout the campus is now a must.

University tech managers and AV integrators need to understand complete digital signage hardware and software solutions that suit the messaging needs of the school. Mounting randomly sourced LCD panels in hallways and lobbies, then walking away, is no longer enough.



## The power of Android SoC displays for digital signage

Best practices are emerging around robust, AV/IT integrated signage solutions that are easy to deploy and easy to manage. Displays must be easy for the IT department to secure, and SoC-enabled displays (system on a chip) that run on an Android platform are an ideal solution.



Our commitment to higher education spans every touchpoint, from before a sale is made through implementation, and post-sale.

# Sony's value proposition

What sets Sony apart? We bring award-winning expertise from the broadcast, music, gaming, movie production, and digital cinema industries to pro AV. Sony is the only manufacturer that develops multiple display formats, multiple camera options, audio solutions, and leverages AI-production tools for higher education applications.

In addition to traditional classroom technologies including displays, projectors, remote cameras, presentation tools and microphones, Sony also provides specialized equipment to suit the needs of different schools, buildings and disciplines to offer complete and end-to-end solutions. With a long history in the consumer and professional space, higher education customers can also rely on Sony's AI and AR technologies; broadcast, studio and cinema cameras; switchers and professional monitors; speakers and headphones; gaming devices; healthcare imaging solutions; cloud-based workflows; content storage, archive and management; and more.

But our value proposition is not just about world-class, gold-standard products. We work collaboratively with our partners, integrators, resellers, distributors, architects, designers, and of course, our end-user customers, to mindfully curate complete solutions.

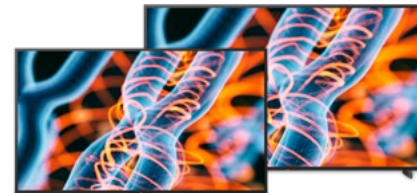
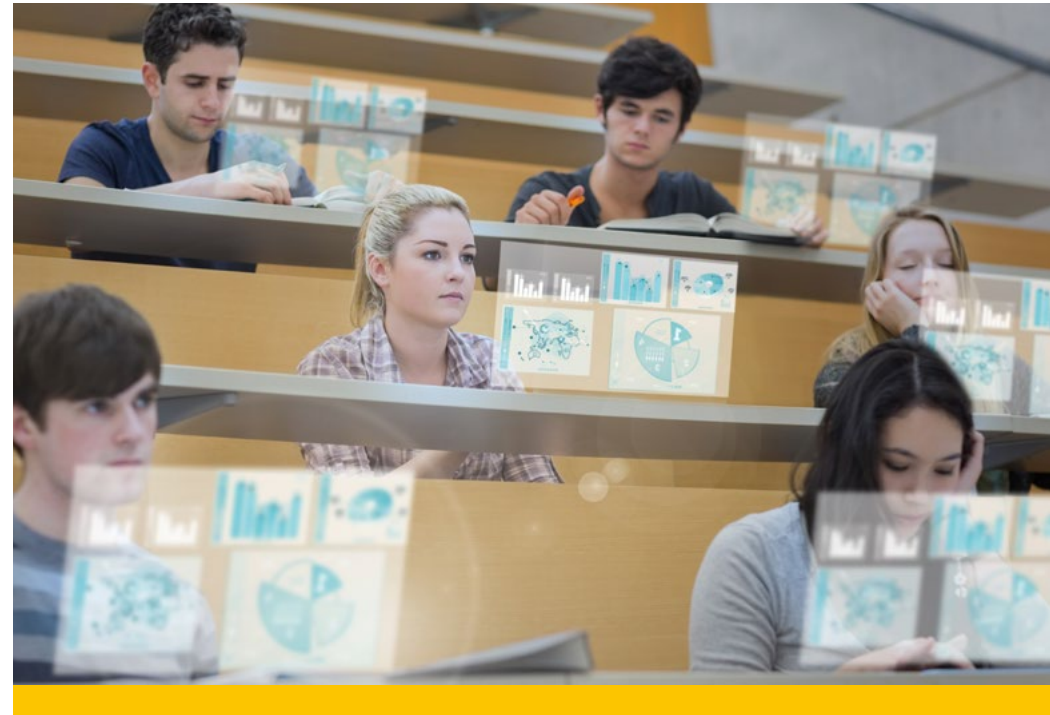




# Curating your entire AV ecosystem

Leading AV design consultants and higher ed AV/IT tech managers are curating Sony solutions to improve every aspect of the learning environment.

With Sony's solutions you can leverage not just world-class displays and projectors, but every solution you need to optimize your higher ed AV ecosystem: the best cameras, the best audio tools, and innovative Edge analytics so all elements of your live video/camera, presentation/display, and sound elements work together, seamlessly.



Capture

Create

Display

Project



# Sony solutions cover every aspect of higher education learning environments.



**BRAVIA Professional Displays** range from 32-inch to 100-inch models with sharp images and vivid color. Powerful features include a robust Android SoC platform, simple touch-less control, Wi-Fi 5Gz, and built-in content mirroring using Apple AirPlay or Chromecast built-in.



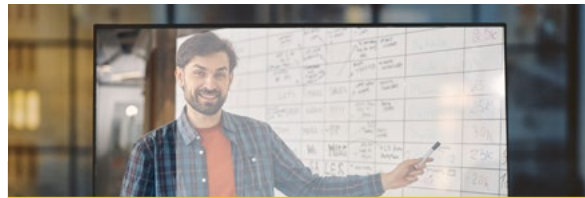
**Laser Projectors** ranging from 3LCD compact, mid-size and large venue 4K Pro SXRD for critical viewing, provide optimum performance with bright images and better TOC.



**Crystal LED Video Walls** can be used for large-screen messaging on campuses. Our direct-view microLED technology series stands apart, creating a completely immersive visual experience with stunning brightness and contrast in any ambient light conditions.



**Remote Cameras** let you capture, stream and record presentations with up-to-4K resolution image quality, high sensitivity and powerful zoom in classroom application, including hybrid and hyflex learning.



**Edge Video Analytics** coupled with our remote cameras enhances presentations in hybrid and hyflex classrooms, with PTZ auto-tracking, focus area cropping, handwriting extraction, and chromakey-less CG overlay to keep students engaged.



**Beamforming Ceiling Microphones** deliver clear sound for both in-class and remote participants, with hands-free speech reinforcement and clear sound recording technologies for better audio intelligibility.



# The higher education AV ecosystem

Sony solutions cover every aspect of higher education learning environments.



Small to mid-sized classrooms >

Large classrooms and auditoriums >

Flipped classrooms >

Hybrid & hyflex learning >

Huddle spaces >

Reception & common areas >





# Hybrid & hyflex learning



## PRESENT

[Laser Projectors](#)

[BRAVIA Pro Displays](#)

## SPEECH REINFORCEMENT

[Beamforming Ceiling Mic](#)

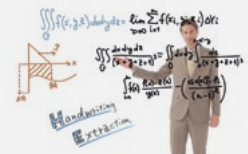
## LECTURE CAPTURE

[Remote Cameras](#)

[Beamforming Ceiling Mic](#)

## HANDWRITING EXTRACTION & AUTO TRACKING

[Edge Analytics](#)





# Flipped classrooms



## PRESENT

[Laser Projectors](#)

[BRAVIA Pro Displays](#)



## SPEECH REINFORCEMENT

[Beamforming Ceiling Mic](#)



## LECTURE CAPTURE

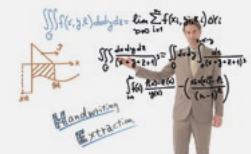
[Remote Cameras](#)

[Beamforming Ceiling Mic](#)



## HANDWRITING EXTRACTION & AUTO TRACKING

[Edge Analytics](#)







# Huddle spaces



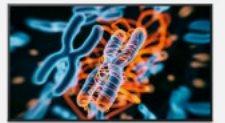
## UNIFIED COMMUNICATIONS

[Remote Cameras](#)

[Beamforming Ceiling Mic](#)

## PRESENT

[BRAVIA Pro Displays](#)







# Small to mid-sized classrooms



## PRESENT

[Laser Projectors](#)

[BRAVIA Pro Displays](#)

## SPEECH REINFORCEMENT

[Beamforming Ceiling Mic](#)

## LECTURE CAPTURE

[Remote Cameras](#)

[Beamforming Ceiling Mic](#)

## HANDWRITING EXTRACTION & AUTO TRACKING

[Edge Analytics](#)





# Large classrooms, lecture theaters, auditoriums



## PRESENT

[Laser Projectors](#)

[Crystal LED Videowalls](#)



## RECORD

[Remote Cameras](#)



## PTZ AUTO TRACKING

[EDGE Video Analytics](#)



## INFORM

[BRAVIA Pro Displays & Digital Signage](#)







# Reception and common areas



DIGITAL SIGNAGE  
WAYFINDING &  
EMERGENCY  
NOTIFICATIONS

[BRAVIA Pro Displays](#)

DIGITAL SIGNAGE  
WELCOME MESSAGING  
& REGISTRATION

[BRAVIA Pro Displays](#)

[Crystal LED Videowalls](#)







# BRAVIA Professional 4K HDR Displays

Our range of professional BRAVIA 4K HDR Displays feature superior image quality, easy operation, extensive integration options, and low ownership costs. They're also available in screen sizes to suit every application on campus, ranging from 32-inch up to 100-inch. Ideal for digital signage and screen mirroring for collaborative lessons, the displays ensure incredible color, contrast and realism that is sure to capture attention.

- Powerful SoC Android platform for simple operation
- Brilliant image quality with 4K X-Reality™ PRO processing and TRILUMINOS color
- Embedded HTML5 platform for easy digital signage
- Copy custom settings to multiple screens via USB memory
- Slim, stylish and installation friendly with versatile control options
- 24/7 operation and reliable high-brightness panels
- Advanced Replacement Program

You can also cast content from your laptop, tablet, or mobile device onto a BRAVIA Professional Display - Sony BRAVIA is the only commercial display that supports both Google Chromecast™ and Apple Airplay™ 2, providing a simple, quick and seamless connection from a user's device.

[Find out more](#)





# Laser Projectors

There's been a resurgence in the use of projection in classrooms, hybrid spaces lecture theaters and auditoriums on campuses – thanks to the lamp-free, better TCO (total cost of ownership) advantages of new generation laser projectors.

But not all laser projectors are not created equal. Sony Z-Phosphor™ laser projectors – both the Sony 3LCD series and the 4K Pro SXRD line-up, have proven themselves in the most rigorous educational use cases to give in-person students a crystal-clear view of course materials, even while they are spread out in socially-distant spaces.

The Sony 3LCD projector series offers BrightEra® technology and Reality Creation image processing for vivid, colorful images, our exclusive Intelligent Settings simplifies installation and optimizes performance for long-term operation.

Every projector in our SXRD projector line-up, for larger venues on campus, is based on Sony SXRD technology, and delivers stunning high contrast, native 4K images. The SXRD series can effortlessly reproduce high-brightness images with stunning richness, color and detail in a remarkably compact chassis for its class.



[Find out more](#)



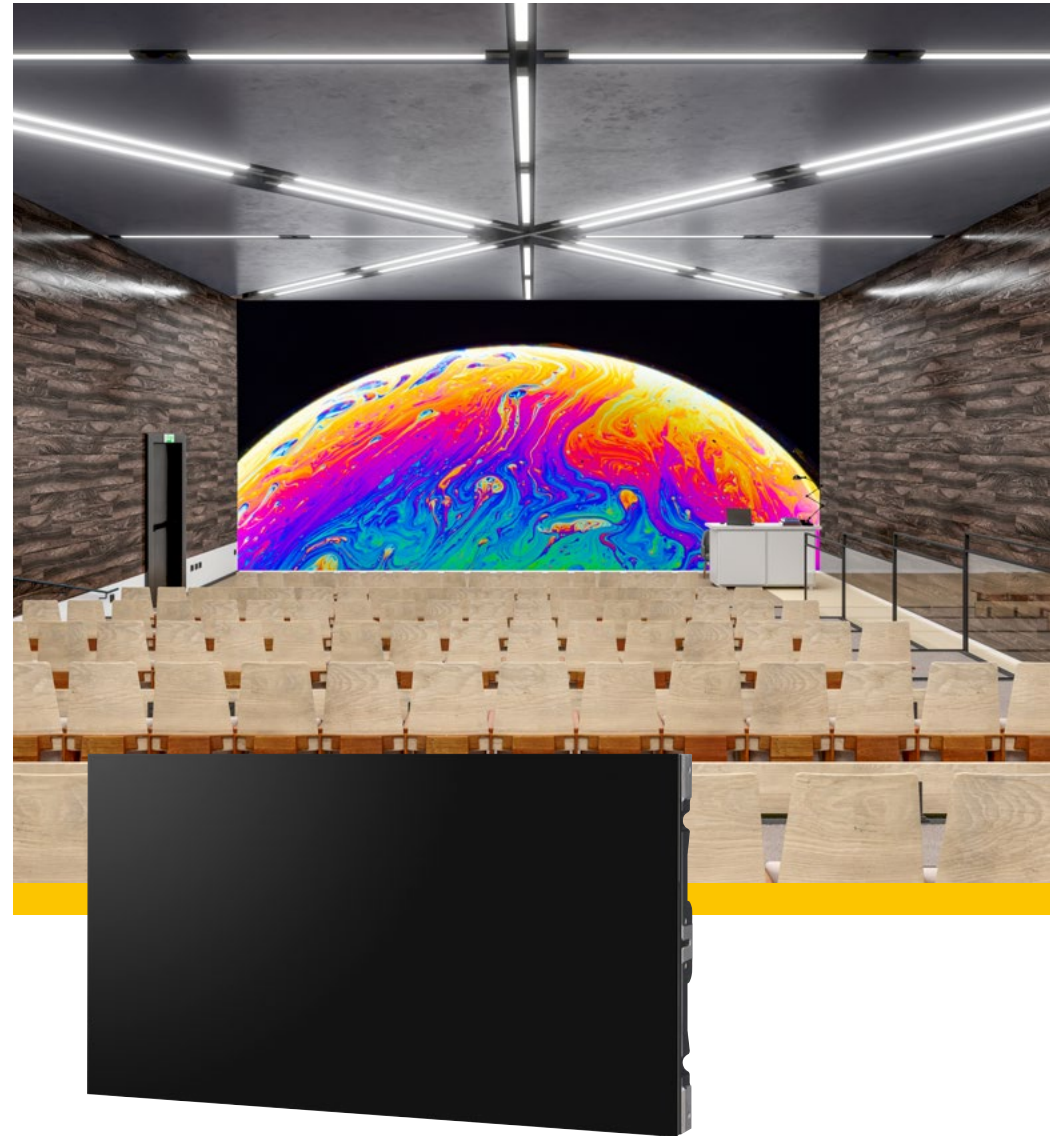


# Crystal LED Video Walls

Direct-view LED (dvLED) is now being used for video walls and large-screen messaging on campuses.

Our Crystal LED modular display solution provides an ultra-real and immersive visual experience with stunning brightness and contrast, in any ambient light conditions. The borderless design of each energy-efficient micro-LED unit allows multiple panels to be tiled seamlessly, creating a super-size display with any dimensions or aspect ratio—and no bezels or visible gaps.

With Crystal LED is installed at a campus entrance or lobby can wow visitors creating a lasting impression on viewers. The display achieves a remarkably wide color gamut for rich, accurate tonal reproduction. An extra-wide viewing angle ensures that everyone can enjoy an uncompromised visual experience, wherever they might be standing.



[Find out more](#)







# Remote Cameras

Sony's professional 4K and Full HD visual imaging cameras take your video creation and collaborative classes to a higher level. Smooth, silent operation combined with a powerful zoom range means you can capture every presenter and student participant with crisp clarity using our PTZ cameras.

The new Exmor R CMOS Sensor in all Sony cameras ensures high quality 4K images with less noise. The SRG line supports multiple camera control protocols, multi stream codec as well as NDI®|HX offering great compatibility and flexible IP. Control is easy, over standard IP networks as well as the ability to stream video over the same network connection.

The SRG series is ideal for a wide range of higher ed applications – from classrooms and meeting spaces to larger spaces such as teaching theaters, lecture halls and medical school environments.

We are constantly working with third party companies for certification and compatibility testing, for presentation capture, control systems, and streaming and unified communications.

[View Sony's PTZ and Remote Camera Compatibility chart >](#)

[Find out more](#)





# Edge AI-Based Video Analytics

What is the Sony Edge Video Analytics appliance? A great tool for hybrid and hyflex classrooms, this powerful device improves the quality of presentations and collaboration systems that include cameras, with the use of AI-driven GPU video analytics technologies.

Our network cameras can be connected to the Edge unit to capture live presentations and create dynamic video content that previously would have required significant time, expense, and human resource to produce.

Just a few of its many benefits:

- Use tracking to keep the presenting teacher or student participant in focus and within the frame.
- Extract characters and diagrams in real time from white or black boards.
- Create animated imagery, still pictures, and supporting graphics – without a dedicated studio.
- Show two different images at once for added impact.
- Zoom in on a student or presenter to show reactions or highlight questions.

[Find out more](#)





# Audio Solutions

Attaching and positioning lavalier microphones is time consuming, and handheld microphones restrict movement. Our innovative Beamforming Ceiling Microphone is simply affixed to the ceiling and is ready to use, leaving the presenter location-free, hassle-free, and hands-free to focus on presenting.

Operation of the Sony Beamforming Microphone is totally contactless, reducing risk of infection for users. The solution uses beamforming – a signal processing technique used for directional signal transmission or reception – and offers advanced speech reinforcement and clear recording technologies enable truly hands-free and contactless lectures and presentations.

Now lecturers can focus on delivering their lessons, and students are better able to comprehend the materials, whether they are in the room or participating remotely.



[Find out more](#)







# Customer focused programs

As a technology leader in AV – with award-winning audio, video, and display solutions – Sony can be a valuable partner to help you unlock best practices for higher education. We offer gold-standard support and valuable programs to back up gold-standard products.



## Customer Loyalty Program

Rewards end-user customers who have purchased combined quantities of our select BRAVIA Professional Displays, Professional Laser Projectors and PTZ Network Cameras.

[Customer Loyalty Program >](#)



## Advanced Replacement Program

Customers that may experience a problem with a BRAVIA Professional Display or VPL-Series Professional Laser Projector (excluding VPL-G, VPL-H, VPL-W models) while still under warranty may be entitled to receive a replacement unit at no cost in exchange for the return of a unit that is determined by Sony to be defective.

[Advanced Replacement Program >](#)



## Zero-Percent Finance Program

Turns a customer's wish list into reality with a Sony-sponsored lease financing program available from DLL, and take advantage of 12-month, 0% financing on select Sony professional products.

[Zero-Percent Finance Program >](#)



# Your investment – protected. Our service commitment



All of Sony's professional products are backed by our product and parts professional warranty, which ranges from one to five years.



For post-sales support, our service centers and field service engineers offer responsive repair and maintenance services. Telephone support is available Monday through Friday from 10 am to 6 pm ET.



Our Advanced Replacement Program for select BRAVIA Pro Displays and VPL-Series Pro Laser Projectors still under warranty, ensures peace of mind secures the longevity of your product.



SupportNet® service contracts go beyond a standard warranty with access to expert technical assistance.



Product information for each model is readily available on the pro.sony website, including features, specifications, accessories, and operations manual, software and firmware downloads.



After purchase, end-user customers can register a new product to receive updates on firmware upgrades, product trade-in programs and more, to help get the most of new gear.

[Learn more >](#)



# Customer success stories



Minnesota State University brightens its ballroom with Sony laser projection



University of North Carolina Greensboro's faculty and students are all ears for Sony's MAS-A100 Beamforming Ceiling Mic



BRAVIA 4K Professional Displays Keep with Progressive Design and Collaborative Learning Mission of the New University of Central Florida Downtown Campus















Beamforming microphone brings hands-free audio clarity to lectures at San Diego State University







Capture	<b><u>PTZ Cameras</u></b>		4K & NDI HX Ready	Display	<b><u>BRAVIA Professional Displays</u></b>		<b>Pro Series 32" to 100"</b> 24/7 operation, designed for landscape, portrait and tilt
	<b><u>POV Cameras</u></b>		4K 60p - Wide Angle Lens				<b>Pro Tuner Series 55" to 85"</b> 18/7 operation
	<b><u>BOX Cameras</u></b>		4K 60p - 25x Optical Zoom				
	<b><u>Beamforming Ceiling Mic</u></b>		MAS Series				
Create	<b><u>AI-Based Video Analytics</u></b>		REA Series				
Project	<b><u>Laser Projectors</u></b>		3LCD Ultra-Compact	<b><u>Crystal LED Modular Video Walls</u></b>		<b>High Contrast C Series</b>	
			3LCD Mid-Range				<b>High Brightness B Series</b>
			3LCD Large-Venue				
			4K SXRD				

Find out how Sony can help you transform teaching and enhance learning.

Contact us



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