

# Use AV Streaming to Deliver Morning Announcements to Every Classroom

Many schools broadcast morning news or announcements to provide students, teachers, and administrators with the day's schedule and other important information. This information can be delivered in many different ways, including the school PA system, e-mail, digital signage, or a dedicated internal video broadcast system. Video streaming technology and classroom AV systems provide another method to cost effectively deliver high quality video and audio announcements throughout campus, leveraging the existing network infrastructure.



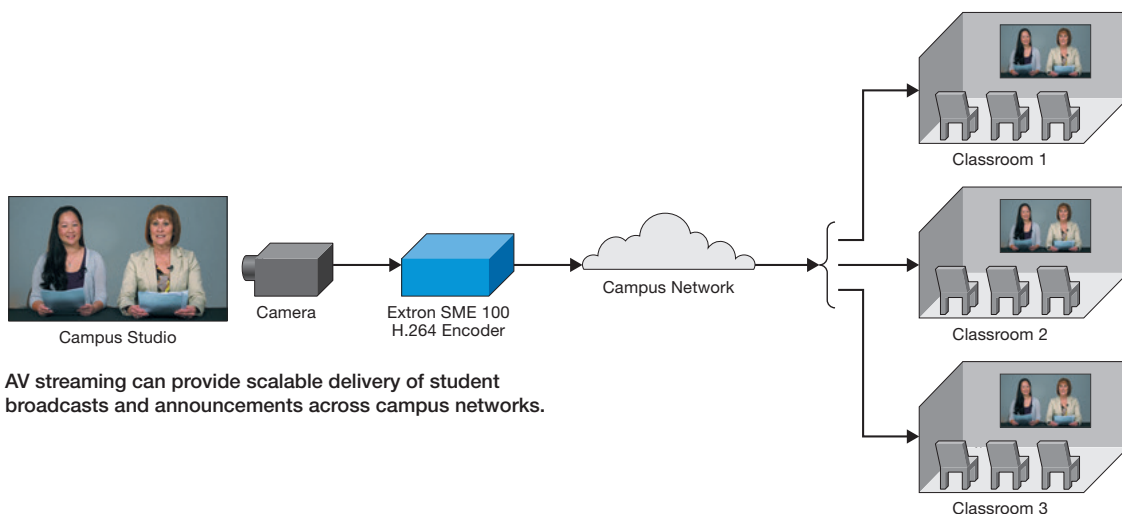
The SME 100 encoder accepts live video and streams it to the campus network.

All that is required to stream morning announcements is a camera and an **Extron SME 100** H.264 Streaming Media Encoder connected to the campus network. The live AV stream can be viewed on any computer or compatible H.264 decoding device connected to the network. Streaming content viewed on classroom PCs may be presented on a large flat-panel display or projector for the benefit of the entire class. The SME 100 supports multicast streaming, which makes the most efficient use of the network and provides access to any destination.

Viewing AV streams from an instructor's PC is as simple as selecting a media player application from the desktop. Schools can also create customized Web pages with direct links to embedded media players for added convenience accessing the content. Auditoriums, hallways, or entry areas can use the Extron SMD 101 streaming media decoder to present AV streaming if it is impractical to use a PC.

Additional capabilities can be added to the system once the AV streaming system is established. For instance, the school can use media devices more efficiently by consolidating DVD players, cable TV tuners, and other AV sources in a central media location that can be streamed to classrooms on a schedule or as required. Successful implementations of AV streaming are the result of team efforts between school leadership and technology management that identify clear communication objectives, develop complete implementation strategies, and provide simple user access to the streaming content.

SME 100 models are 100% E-Rate eligible. Contact your K-12 Education Support representative at 800.633.9876 or email [eratesupport@extron.com](mailto:eratesupport@extron.com) for additional information.



AV streaming can provide scalable delivery of student broadcasts and announcements across campus networks.