



Case Study

Local School District

A local school district that had previously relied on Profound Technologies as their technology partner, had run into an AV emergency. Their existing TV studio had been rendered inoperative due to flooding, necessitating the complete reconstruction of the TV studio complex, comprising ten distinct spaces. These spaces included the TV Studio itself, a Control Room, a Music Room, General Office Space, a Chalk Room, a Gaming Room, a Podcast Room, Edit Bay 1, a Dressing Room, and a Lobby/Reception. In response to a critical challenge, the School District, encompassing 329 schools, embarked on a transformative journey with Profound Technologies.

The TV Studio, the focal point of this complex, had suffered significant damage during the flooding, making its restoration a top priority. Profound Technologies, known for their expertise in the audiovisual field, has been working with the school district since 2020. The customer had consistently appreciated Profound's attention to detail and their ability to find solutions to complex AV issues.

"The flooding of the TV Studio was a challenging

time for all involved," stated Dan Shadow with Profound Technologies. "Profound's goal was to expedite the reconstruction process while ensuring that the studio was equipped with state-of-the-art technology to future-proof its capabilities. However, this was complicated by the ongoing supply chain issues stemming from the pandemic, which had slowed down the overall process."

The TV Studio itself featured three Broadcast cameras and a 12'x 6' (LxW) video wall, which was a crucial element of the studio's functionality. This video wall offered endless possibilities compared to what a standard green screen could provide, enhancing the studio's versatility for educational purposes.

"Profound's involvement in this project extended beyond just installation and hardware procurement," emphasized the client. "Their role encompassed engineering, design, programming, equipment sourcing, and installation, making them the ideal AV integrator for this intricate project." The primary goal was to establish a cutting-edge instructional TV studio that would serve as an end-to-end learning environment for teachers and students, while also setting the stage for future-proof broadcasting capabilities across the district's schools.

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While the project is still ongoing, it is expected to be completed in the upcoming months, with a grand opening planned for the new year. Profound's commitment to supporting this school district goes beyond this TV studio project and extends to other AV environments at the District Building. Their dedication to providing ongoing support, facilitating upgrades, and contributing to new projects as they arise will ultimately enhance the AV capabilities of the School District, further solidifying their partnership.