



## CASE STUDY

# SAE CREATIVE MEDIA INSTITUTE

The latest presentation technology for the next generation of creative technology specialists.



The SAE Institute is one of the world's largest private industry-focused creative media educators. The institute's network extends across six continents with locations in world centers of creative media industries, such as London, Berlin, Munich, Paris, Barcelona, Amsterdam, New York, Los Angeles, Bangkok, Sydney and Cape Town. The study program portfolio in creative fields is divided into seven main areas: audio, film & TV, music business, cross media, web, animation and gaming.

The Media Institute puts special emphasis on practice oriented work, including of course, dealing with the latest technology. SAE's Alumnis include Niv Adiri, who has been awarded an Oscar and BAFTA for sound design and mixing in films like Gravity. Sounds engineer Mark Paterson, responsible for the sound in films like Les Misérables and Sherlock Holmes. Grammy awarded winner David Donaldson, for its excellent sound technique in the film Ray, and many more.



The oldest German SAE site is located in Munich. They offer a select range of courses that focus on gaining practical experience in different creative fields. Therefore, the Media Institute also relies on a solid network with the Creative, Media and Gaming industry. Teamwork and collective progress are at the top of their values. Through the design and presentation of their own projects, practical experiences are collected and shared. The students are provided with the latest know-how and high-quality technology.

"Until recently this was only possible with Apple devices. With wePresent, we can not only avoid tangled cables, but also enable our instructors, guests and students to use their personal devices without problems, regardless of their operating system." explains Florian Schwärzler, the campus coordinator of the SAE Institute.

## EASY TO USE

Currently, the WiPG-2000 is used in a highly frequented seminar room. The system can be used with the Mac computers provided to the lecturers, as well as the devices brought along by the instructors and students.

"After I familiarized with the system, I was able to give the instructors a little introduction. The most important functions were explained in a few minutes and they were able to use the solution," explains Florian Schwärzler. Right after the installation, wePresent was directly integrated into the classroom and is now used for presentations as well as for team projects. Considering that up to 64 users can be linked to the wePresent at the same time, a lot of students benefit from the collaboration solution.

### SAE Institute, Munich

- Opened: 1986
- Permanent on-site employees: 11
- Freelance employees: 25
- External lecturers: 68
- Students: ca.300
- Partner-Institutes: 53 locations in 28 countries

## OPEN PLATFORM IN THE BYOD ERA

So far, the SAE Institute mainly used Apple TV for content presentation in seminar rooms. However, the use was restricted to Apple devices only. Nowadays, the BYOD trend (bring your own device) is increasing. Therefore the SAE Institute decided to test a professional presentation solution, the wePresent's WiPG-2000 model, which can be used with all popular devices, regardless of their operating system.

"Not all lecturers use the standard computer provided on site. Some prefer their own laptop or tablet."



## NEW OPPORTUNITIES

With wePresent, content from several devices can be mirrored on the screen at the same time. Lecturers can use the moderation tool to “call” students’ devices to display their content on the screen or main projector for everyone to see, this option makes the lessons more flexible. The WiPG-2000 is equipped with a VGA and HDMI video output so full HD resolution (1080p) projections are not a problem, a huge advantage for the Media Institute, where high resolution content is usually displayed.

“Compared to standard presentation systems, we discovered a broad range of new applications and possibilities with wePresent.”

Teamwork, is considered particularly important in the Media Institute’s teaching environment, wePresent opens up additional options for working in teams. “Students like to use the system for presentations, especially for project meetings, as several students can mirror their devices’ content on the screen. With the split-screen function, the content of up to four participants or devices can be shown simultaneously, “adds Florian Schwärzler. “Another advantage is that they do not have to install any extra software on their computers because they can access the wePresent system via USB tokens.”

The WebSlides feature allows students to follow the presentation on their own device and at their own speed. This is a great advantage when there is a large and heavy seminar attendance in the room, where the rear viewers cannot see every detail on the main screen. At the same time, the participants cannot only view, but also save the presentation on their device, even save any additional annotations made by the lecturer. As a further plus, the SAE institute was

able to personalize the start screen system with its own logo and university’s visual identity.

## SHAREPOD - EASY CONNECTION FOR HDMI DEVICES

In addition to the WiPG-2000, the SAE Institute also uses the SharePod Gateway to mirror cable-free connection of HDMI devices in the presentation system. With SharePod, any additional HDMI sources can be connected, such as document cameras or DVD players, in addition to laptops, tablets or smartphones. Thus, audio/video content can be mirrored to the screen or projector without the need for additional software or other configurations.

“Today, we simply connect a camera via the SharePod to stream recordings directly to the wePresent”

“If, for example, we would like to demonstrate how to operate a new mixing console for sound engineers, only a few students would be able to stand around the unit to see which knob or button has to be pressed,” explains Schwärzler. “Today, we simply connect a camera via the SharePod to such demos and stream the recording so that all participants can closely track each and every move.”

## TECHNICALLY UP TO DATE

The SAE Institute will be training the audio specialists, digital film and media producers, visual effects and gaming animation experts of tomorrow. There is no question, that modern technology plays an important role. The Media Institute maintains a standard of professional equipment in their sound studios, editing studios and related fields. With the wePresent system, the latest generation of presentation technology is now entering the institute’s seminar area.



## DEGREES AND COURSES SAE INSTITUTE OFFERS:

- Audio: sound design, audio production & engineering
- Film & TV: camera & lighting, editing, digital animation
- Music Business: from music production to distribution, artist and event management
- Cross Media: journalism, digital photography and cross media production
- Web: creative direction, screen design, programming, web and database development
- Animation: visual effects animation and visual FX & 3D animation
- Gaming: character design, programming, 2 and 3D modelling, animation and virtual reality