



Parkland School District

Exterity helps Parkland School District offer next generation education to its K-12 students

Located in a suburban-rural setting in the state of Pennsylvania, Parkland School District strives to provide excellent educational programs for nearly 10,000 students across eight elementary schools, two middle schools and one high school.

“It is vital for us to ensure the learning infrastructures in our schools are best equipped so that our students, both current and future, can make the most out of these important years in the classroom. This is why transitioning to an IP video system is so important for us. By working with Exterity, we can help teachers utilize supportive resources to ensure that they offer compelling teaching methods that resonate with students. We are eleven schools strong now but are building more elementary schools to cater to Allentown’s growing young minds, so we look forward to working with Exterity more in the future.”

Robert Uhl, Telecommunications Specialist
at Parkland School District



The challenge

Current American K-12 students are part of the maturing tech-savvy "Gen Z" generation that watches increasing amounts of video, creating opportunities for school districts to introduce more educational and entertainment technology into the classroom. It is therefore advantageous for schools to invest in high-quality video solutions that cater to this digital generation accustomed to instant access to a wide variety of media content.

Pennsylvania is a competitive educational region, home to over 500 public school districts and three of the top 20 school districts in the United States. The state of a district’s technological infrastructure can contribute significantly to the decision-making process parents go through when deciding where to live and enroll their children. To ensure that it could offer tailored, high-quality AV services to current and prospective students, Parkland School District decided to phase out its old analog cabling and linked TV system, and sophisticate its offerings with a robust IP-based solution.

The solution

Parkland School District decided to work with Exterity to deploy a large-scale IP video system. It has been trialled initially in Kratzer Elementary, where each classroom is equipped with an AvediaPlayer Receiver set-top box so that content can be distributed across the school. The system is also used to digitize educational DVDs to create a Video on Demand library for teachers that can be shared across the school.

On working with Exterity, Robert Uhl, Telecommunications Specialist at Parkland School District, said: “It is vital for us to ensure the learning infrastructures in our schools are best equipped so that our students, both current and future, can make the most out of these important years in the classroom. This is why transitioning to an IP video system is so important for us. By working with Exterity, we can help teachers utilize supportive resources to ensure that they offer compelling teaching methods that resonate with students. We are eleven schools strong now but are building more elementary schools to cater to Allentown’s growing young minds, so we look forward to working with Exterity more in the future.”

“The potential for school districts to benefit from high-quality video content delivered straight to their classrooms is huge. Parkland School District has taken a great first step in not only recognizing the maturing technological needs of its students, but addressing them effectively. We are proud to play an active part in providing the means for the District to deliver more high-quality educational content as they open more school doors in Pennsylvania.”

Colin Farquhar, CEO, Exterity

The Exterity IP video system at Parkland School District comprises:

- AvediaStream Encoders to digitize educational DVDs into a VoD library
- ArtioPortal Desktop to tailor the viewing interface by school
- AvediaPlayer Receiver set-top boxes in every classroom
- AvediaServer to manage and control all video activity on the network



The result

The Exterity system deployed in the Parkland School District delivers high-quality educational TV and video content to its classrooms via projectors, providing its students and teachers with access to a variety of channels, from local and national weather to news and specific educational channels like Discovery Channel,

Animal Planet, History Channel, National Geographic, PBS and PBS Create. The district’s curriculums are enhanced by the ability to distribute these channels, offer greater flexibility of learning, and support large volumes of media content, all without compromising system performance.

Colin Farquhar, CEO at Exterity, commented on the deployment: “The potential for school districts to benefit from high-quality video content delivered straight to their classrooms is huge. Parkland School District has taken a great first step in not only recognizing the maturing technological needs of its students, but addressing them effectively. We are proud to play an active part in providing the means for the District to deliver more high-quality educational content as they open more school doors in Pennsylvania.”

About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver video over an IP network to some of the leading organizations across the globe.

Enabling distribution of HD quality TV and video over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

Highlights

- Scalable IP video and digital signage solutions for organizations of any size and across any sector
- Deployed in over 40 countries
- Unique industry-leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in Atlanta, London, Paris, Melbourne, Munich, Dubai, Hong Kong and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.



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