

# Case Study

Top-Tier Communication with HDBaseT

---



End Customer: Boston University College of Communication  
Vertical: Education

---



## About the End Customer

Located in one of the largest media markets in the United States, Boston University College of Communication has been educating professional communicators since they offered the world's first degree in public relations in 1947. Today, with expert faculty and state-of-the-art facilities, the school is training the next generation of leaders in emerging media, journalism, film and television, advertising, public relations, communication research and communication studies.

## The Challenge

Connectivity is key in today's classrooms as instructors and students have a constant need to share content from many different sources – Blu-ray players, laptops, television programming, and portable devices. The computer/video production labs, classroom and lecture hall spaces in the College of Communication support a wide range of courses and these facilities are often used for special events and to host guest speakers. To achieve the desired superior quality and capabilities, an AV system overhaul and upgrade to 4K video was needed.

A crucial component was the need for a multi-format switcher, to offer high performance and a range of inputs to cover each space's connectivity and workflow needs. Long-distance transmission (especially for the college's largest lecture room), display controls, optimized system performance and improved signal quality (all under budget constraints) were a priority. Flexibility and integration with new and legacy sources, as well as ease-of-use, were also key requirements.

## The Solution

For the upgrade of the video production lab, the Atlona AT-UHD-CLSO-824 4K/UHD 8x2 HDBaseT matrix switcher was selected, as it offered a mix of inputs, and the ability to support remote sources throughout the room (13 Mac computer stations and two 70" Sharp 4K video screens fed by several sources, including Panasonic Blu-ray players). Additionally, new LED/laser projectors with HDBaseT inputs, compatible with each of the new Atlona switchers, enabled significant financial savings and shorter installation time.

The Atlona AT-UHD-CLSO-601 HDBaseT six-input switcher was chosen for the Seminar Room to support a Panasonic LED projector configuration that needed to be connected to a variety of video sources. This featured flexible multi-format

switching of four HDMI and two multi-function analog inputs to mirrored HDBaseT and HDMI outputs with built-in 4K scaling, providing the flexibility for integrating both new and legacy sources.

The AT-UHD-CLSO-601 enhanced the system's ease-of-use with intuitive, turnkey features, including automatic display control and input selection. This eliminated the need for a separate control system, reducing cost and complexity.

The college's largest lecture room was upgraded with a new Panasonic projector with an HDBaseT input and AV distribution components from a number of manufacturers. All are connected via Atlona's AT-HDVS-150-TX 3x1 HDBaseT switcher and extender, ideal for long distance transmission and display control.



## Results

The goal of updating the university's communication facilities to top-tier level has been achieved. HDBaseT was the key technology in this upgrade, providing the highest performance and quality, long-distance transmission capabilities, ease-of-use, the flexibility to integrate new and legacy sources and enabling interoperability among devices of different manufacturers.

## About HDBaseT

HDBaseT, powered by the Valens chipset, enables all-in-one connectivity between ultra-HD video sources and remote displays through a single 100m/328ft CAT6 cable or fiber, delivering ultra-high-definition 4K video, audio, USB, Ethernet, control signals and up to 100 watts of power.