



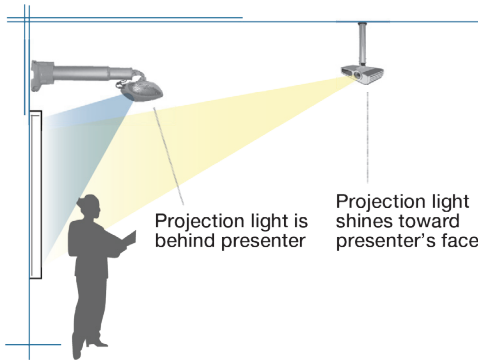
**“The 3M system’s ease of installation won over district officials.”**

– Melony Higgins  
Technology Director

## 3M Mobile Interactive Solutions Division Case Study

# School District chooses a 3M Super Close Projection System for ease of installation

Benefits of Vikuiti™ Super Close Projection vs ceiling mount projectors



When Johnson City Schools wanted the latest in high-tech media for their teachers and students, the district’s Board of Education chose 3M™ Vikuiti™ Super Close Technology. The district purchased and installed one-hundred fifteen 3M projection systems with plans to purchase more.

Johnson City Schools, the school district for Johnson City, Tenn., which is about 100 miles northeast for Knoxville, educates more than seven thousand K-12 students.

“Finding the integrated solution with a projector, speakers and digital board is what first brought me to 3M. The 3M system’s ease of installation won over district officials.” says Technology Director Melony Higgins

“Originally we had looked at ceiling-mounted projectors, but we would have had to add an electrical outlet in each classroom,” Higgins says. “When you’re talking about more than a hundred classrooms, that’s pretty daunting from both a cost and logistical standpoint. The 3M product could be easily installed on the wall and plugged into an existing outlet.”

The Board also appreciated the fact that the 3M system could turn existing whiteboards into interactive whiteboards with their Annotation Sensor module, eliminating the need to invest in projection screens or interactive whiteboards.

While cost savings was a deciding factor for the Board, teachers and students fell in love with the 3M system’s interactive capabilities.

“Kids are very sophisticated about technology,” says Carelton Lyon, Johnson City Schools Technology Coach. “They like the interactivity of the 3M system and we have no apprehension about them getting their hands on it. In fact, we really encourage it, because any time there is interaction, student engagement is going to increase.”

Lyon says that students use the 3M projection systems for everything from practicing their penmanship to presenting research projects. Teachers use the system to deliver lessons incorporating streaming video, BrainPOP™ animated educational segments and good, old-fashioned writing – 3M’s annotation feature allows users to jot virtual notes on the projected image.

And, with 3M Vikuiti Super Close Projection Technology, teachers and students don’t have to worry about a projector light shining in their eyes.

“Everybody is very happy with the 3M system,” Lyon says.

For more information:  
**800.328.1371**  
[www.3m.com/meetings](http://www.3m.com/meetings)

