



REVOLUTIONIZING BIRMINGHAM UNIVERSITY SPACES WITH GVAV AND LIGHTWARE'S PARTNERSHIP

Market

Education

Country

United Kingdom

Lightware Equipment Used in Project

UCX-4x2-HC30

UK NATION-WIDE SYSTEM INTEGRATOR SUPPLIES USB-C POWERED TECHNOLOGY TO ENHANCE RESEARCH AND TRAINING OF EDUCATIONAL VENUE



In the ever-evolving landscape of education, universities are seeking innovative solutions to develop methodologies, facilitate and expand collaboration, and improve their overall productivity.

The University of Birmingham, one of the most prestigious centers of UK higher education, and a founding member of the international network of research, Universitas 21, **has set a goal to revolutionize its learning landscape by rolling out meeting-room style spaces** rather than traditional lecture theaters and seminar rooms.

The university strived to elevate research collaboration with its peers across the globe, enhance teaching for its remote international students, and nurture effective learning via students' collaboration. Leveraging the benefits of future-proof AV technology has enabled the ambitious goals of the university.

The Midlands branch of GVAV, AV system integrator, renowned for its unmatched workmanship and customer service, **collaborated with Lightware**, to rollout the USB-C powered TAURUS UCX universal switcher, the **UCX-4x2-HC30**, across meeting rooms of the university's newly constructed building.

Lightware's technology had previously met and exceeded GVAV's expectations. Back in 2021, GVAV and the university deployed trial 2 units of TAURUS UCX for hybrid teaching and collaboration. As Stuart Harris, Technical Sales Manager of GVAV notes: **"We had zero issues with Lightware's hardware. It was absolutely bullet-proof!"** That successful experience, allowed GVAV to confidently go for Lightware again and offer this technology as an ideal choice for the next project for the university. **In total, 17 units of Lightware UCX-4x2-HC30 were deployed.**

TAURUS UCX universal switcher being the central element of each meeting-room of the new university building, seamlessly connects to USB room peripherals, such as web cameras, speakerphones, interactive displays, keyboards, and mice. It allows the host to be connected to the solution and utilize the room assets. It enables swift and seamless switching among four independent host computers or laptops making it an ideal choice for the mid-size meeting rooms of the university.

The rolled out solution is intuitive and streamlined. The staff started using it even before the scheduled technical training was conducted. They launch it effortlessly by plugging in the BYOM device or room PC via USB-C or HDMI interface or starting a UC session via the room control panel.





Leveraging TAURUS UCX, the university has obtained the flexibility of seamless integration with various collaboration platforms, such as Microsoft Teams, Zoom, Cisco Webex, and others that allows attending for the university's diverse schooling and research needs.

With Lightware's enhanced USB-C array of features, presenters are spared of the worries about their laptop battery getting down: their BYOM device is being charged while they are presenting thanks to TAURUS's capability of fast power delivery.



The university now considers Lightware's UCX switcher as a go-to technology for similar installations. The collaborative teaching approach has enriched the learning experience, breaking the boundaries of traditional education. The solution has not only increased the effectiveness of teaching but has also facilitated collaboration beyond the physical classroom, attracting international students and promoting a global exchange of ideas.

By providing Lightware, the University of Birmingham has obtained exactly what they envisioned: flexible and seamless UCC collaboration, simplicity of use, future-proofness, and an array of hybrid meeting features facilitated by the USB-C cutting-edge technology of Lightware.

Mr. Harris concludes: *"Lightware have done a great job of really making sure that GVAV team was up-to-date and having all the information and support we needed. Whenever we had a question, Lightware's people provided their answer immediately! It is just so nice to have this level of support from the manufacturer!"*

This project has become a natural progression of the long-standing cooperation between GVAV and Lightware; wherein each party leverages the professionalism and engagement of each other. For both, the system integrator and manufacturer, it is rewarding to know their successful collaboration has delivered the solution that has become a catalyst for the university as a global driver of research and as a methodology innovator.

Learn more: [Taurus UCX Product Family](#)

For more information on Lightware, please visit lightware.com. Keep up with the latest news from Lightware on Facebook, Instagram, Twitter and LinkedIn.

