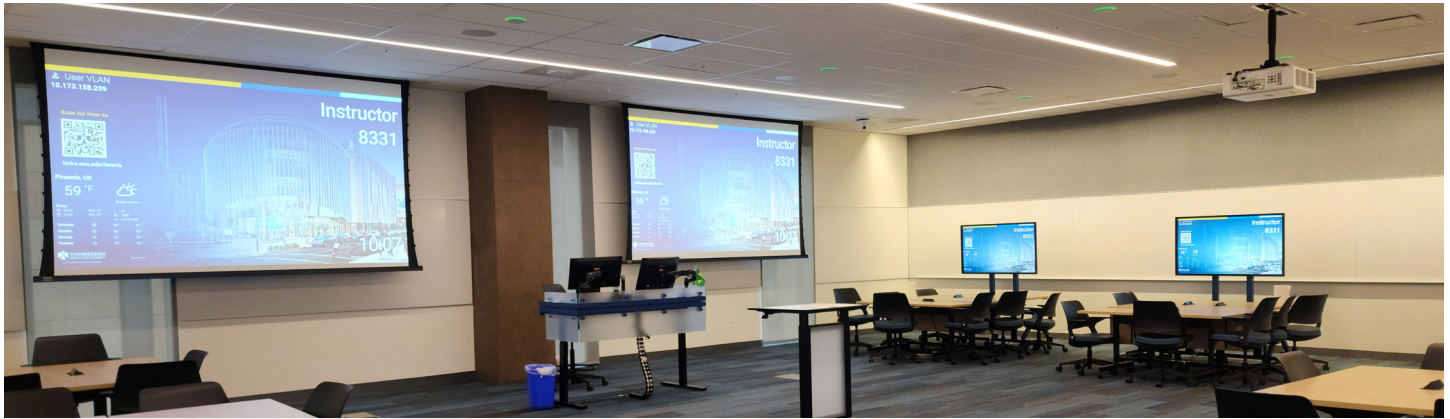


Thunderbird School of Global Management at Arizona State University



SUMMARY

• LOCATION

Phoenix, AZ (Thunderbird Global Headquarters)

• FACILITY SCOPE

World's premier institution for global and digital leadership and management education for the Fourth Industrial Revolution

• OBJECTIVE

Enable extraordinary instructional and learning experiences for faculty, staff, students, guest collaborators, and community leaders.

• BIAMP SOLUTIONS

Modena™, Tesira™, Parlé™, and Desono™

• OUTCOME

The unparalleled flexibility delivered by Modena allows all instructors to use their own devices for classroom instruction, while Parlé Beamtracking microphones ensure instructors' and students' voices are picked up with consistent audio clarity

• EQUIPMENT

- 144 Modena Hubs
- 4 Modena Servers
- 112 Parlé Beamtracking microphones
- Numerous Tesira DSPs and expansion devices
- Various Desono ceiling and pendant loudspeakers

Thunderbird School of Global Management at Arizona State University (ASU) is ranked No. 1 in the world for international trade by QS International Trade Rankings 2023, scoring 100 out of a possible 100 points. ASU is ranked No. 1 as the most innovative school by U.S. News and World Report for nine years running.

Given its impressive reputation, Thunderbird desired an upgraded technology infrastructure in order to embrace an innovative approach to education. The goal was to enable instructors and students to use their own devices when leading and contributing to discussions, and to optimize learning experiences for in-person, remote, and hybrid participants.



Combine Modena's ease-of-use and flexibility with the outstanding voice pickup capabilities of the Parlé microphones, and we've created optimal teaching and learning environments for all involved at Thunderbird.

MIKE GRASSO

Director of Digital Initiatives, AV and Media
Thunderbird School of Global Management
at Arizona State University

SOLUTION

Working with Phoenix-based HT Consultants and Tech Providers, Inc., Mike Grasso, Director of Digital Initiatives, AV and Media at Thunderbird, determined that the Biamp Modena BYOD solution was the most effective system deployment for the graduate school's multiple classrooms and learning spaces. Parlé Beamtracking microphones were installed to consistently capture speakers' voices even when moving as they talk. Desono loudspeakers were included to ensure exceptional audio clarity, and Tesira DSP technology works behind the scenes to process and route all digital signals to their proper destinations.



CONCLUSION

According to Mike Grasso, the Biamp solutions chosen by him and his integrator partners, HT Consultants, and Tech Providers, Inc., have delivered above and beyond the anticipated results.

“With the BYOD capabilities on Modena, instructors, students, and guest speakers can all join the same session with whatever devices they’re most comfortable using,” he said. “Combine Modena’s ease-of-use and flexibility with the outstanding voice pickup capabilities of the Parlé microphones, and we’ve created optimal teaching and learning environments for all involved at Thunderbird, whether in-person, remote or hybrid.”

ABOUT BIAMP

Biamp® is a leading provider of innovative, networked media systems that power the world's most sophisticated audiovisual installations.

Recognized worldwide for delivering high-quality products and backing each one with a commitment to exceptional customer service, Biamp's mission is connecting people through extraordinary audiovisual experiences.

Founded in 1976, Biamp is headquartered in Beaverton, Oregon, with offices and manufacturing facilities located around the world.

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