

# Interactive Display Buyer's Guide



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# Introduction

When purchasing education technology, the key is to find the right formula for your classrooms. There is no standard formula for student success. Every student, every teacher, every classroom, and every school has different needs.

This guide is designed to help you make an informed decision. It takes into consideration everything from today's learning environments to features that matter most to the importance of post-purchase support. All with the intent of helping you purchase the right interactive display for the unique requirements of your learning environments.

## A closer look at interactive displays

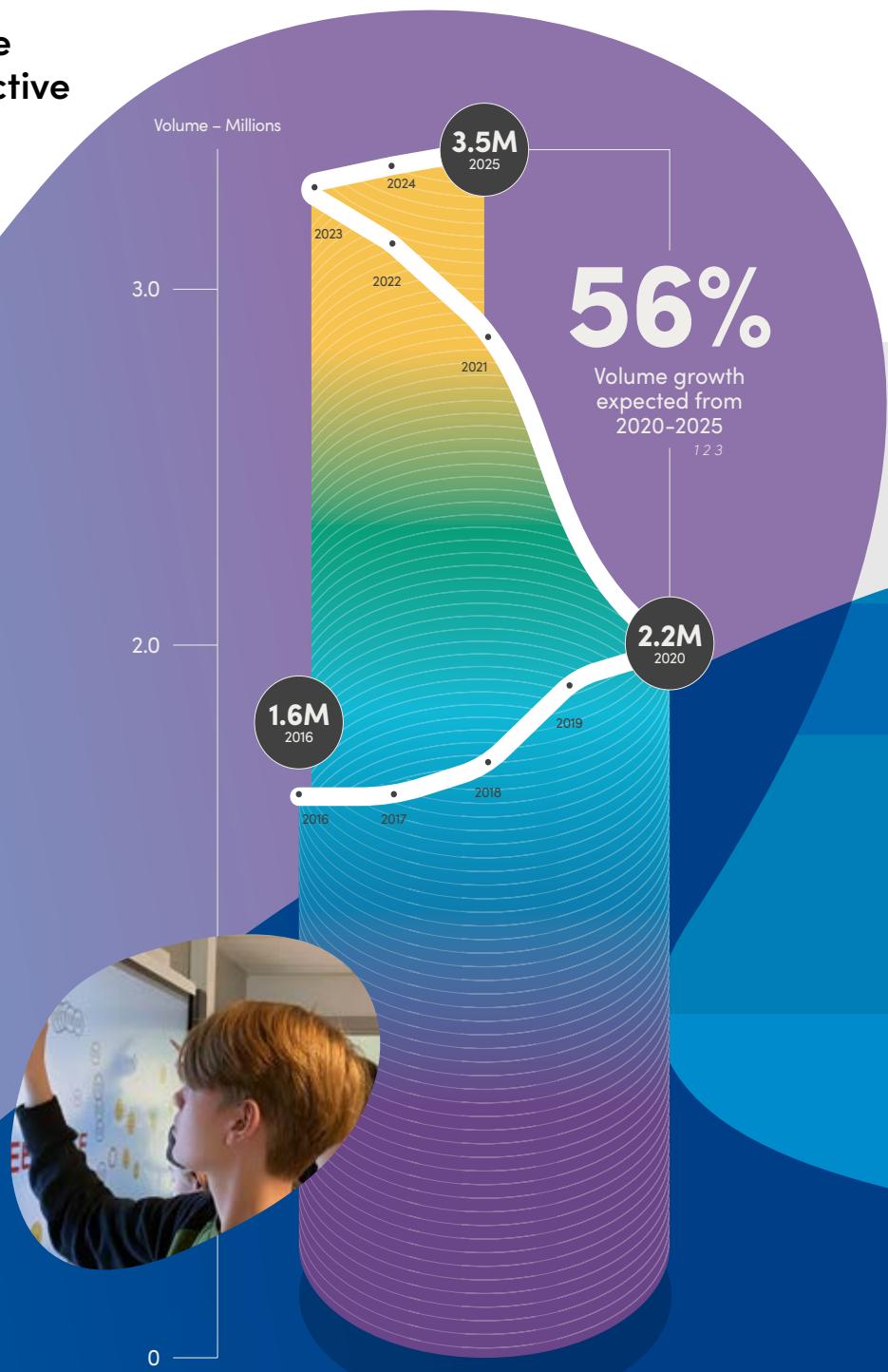
With so many display technologies available out there, making an informed choice can be a daunting task. In this guide, we'll look at interactive displays, how they work in different learning environments, and what to look for in a manufacturer. So you can confidently choose the right technology for your needs.

# What is an interactive display?

Interactive displays are LCD or LED screens, and though they look like big TVs, they can do much more. They are touch and pen-enabled, allowing you to interact with them like you would with a tablet. Multiple people can use them at once, on screens as large as 86" and beyond. You can share content and interact with digital and online material by connecting a computer and other devices or get an interactive display with an embedded computer.

There are many different makes and models of interactive displays that offer a broad range of features, functionality, and learning experiences.

## Projected volume growth of interactive displays

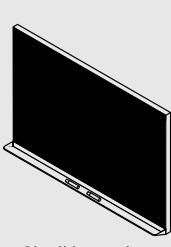


# The power of interactivity

The key difference between an interactive display and a regular TV display is right in the name: interactivity. It's easy to gravitate toward standard TV displays because they're readily available, likely less expensive, and often from well-known consumer brands. But interactivity is a powerful way to empower teachers, engage students and encourage participation.

In an interactive display, teachers have a tool that supports blended or hybrid instruction, whole class, small group, and individual learning, and can easily transition between them. It can be a place for teachers to present and guide learning, but also a place where students work together, interact with content and problem solve. Different learning types and teaching styles all find a home on an interactive display.

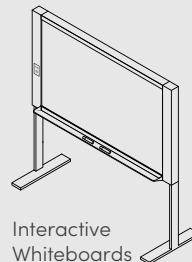
## Evolution of classroom technologies



Chalkboards



Handheld Calculators



Interactive Whiteboards



Multi-touch Surfaces and Workstations

1840

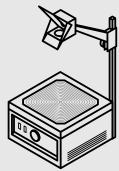
1967

1999

The Future...

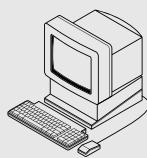
1960

Overhead Projectors



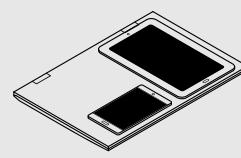
1977

Desktop Computers



2015

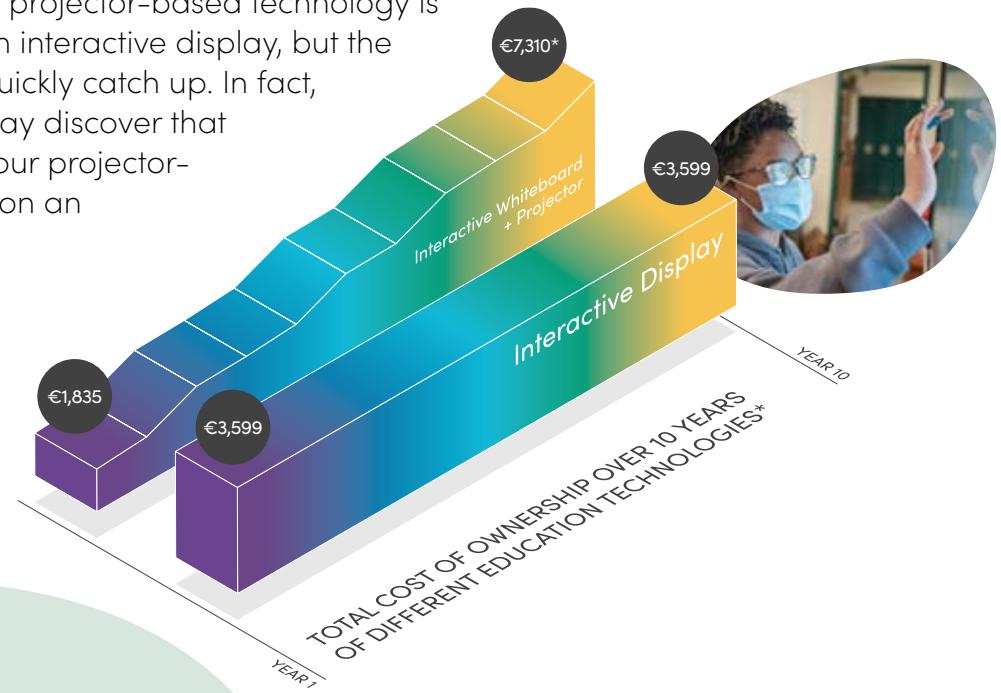
Chromebooks, Tablets, & Smartphones



# Interactive displays vs projector-based technologies

## Projectors cost more than you might think

The initial purchase of a projector-based technology is often less than that of an interactive display, but the costs of maintaining it quickly catch up. In fact, after a few years you may discover that you've spent more on your projector-based technology than on an interactive display.



## €2,784.<sup>90</sup>

in energy cost savings  
per school per year\*\*

Energy cost per classroom per year

75" Interactive  
Display

Interactive Laser  
Display Projector

## €39.<sup>62</sup>

## €132.<sup>45</sup>

\*approximate TCO includes estimated costs for initial whiteboard and projector installation, future projector and bulb replacement, labor, and maintenance support.

\*\*30 classrooms per school

4

## Energy usage

Interactive displays are far more energy efficient than projectors. Not only is this helpful for the environment, but it also reduces your expenses. Let's look at a hypothetical example of a school with 30 classrooms. Here are the energy costs per classroom and the associated savings for the school per year when comparing an interactive display to an interactive laser display projector. The savings would cover other useful classroom tech like an additional 10-15 Chromebooks for the school each year.

# 1.5+ Million

Additional interactive displays  
and interactive whiteboards  
forecast to be sold globally  
between 2021 and 2025  
123

## Lifespan

Buy once, not twice or three times. The lifespan of an interactive display typically ranges from 20,000 to 50,000 hours. Even the lower end of that range greatly exceeds the lifespan of an average projector, which generally lasts only 5 years.

## Projector-based technology performance

Now that we know that the cost of a projector-based technology isn't quite as economical as we'd expect, let's look at how it compares in performance.

The two main projector-based technologies are interactive whiteboards and interactive projectors. Both offer some interactivity, but also come with limitations that impact your ability to achieve your educational objectives.

### Interactive whiteboards

The original interactive whiteboard was invented by SMART, and since its inception numerous variations from several manufacturers have entered the market. An interactive whiteboard uses a projector to display content onto a touch-enabled surface. Interactive displays represent an evolution from interactive whiteboard technology. Here are some of the drawbacks of an interactive whiteboard, compared with an interactive display.

- Lower image quality: Projectors largely have lower quality image resolution and sharpness, making it more difficult for students to see lessons. This means students are less engaged. Plus, you'll need to check if your school has a safety policy concerning dimming classroom lights (a common way to try and compensate for poor resolution).
- User experience: Projector-based technology means shadows, hot-spots, and lower performance in bright light conditions. In classrooms with windows, a projected image will have lower visibility on a sunny day, when compared with an image on an LCD or LED display. Projector fans also add noise to the classroom, which can mean voice strain for teachers and difficulty hearing for students.



## Interactive projectors

Affixed in the classroom, interactive projectors project onto a blank wall or a whiteboard. Generally, you can use a pen or finger to write on lessons and move content, but some only support pens for writing. Though a relatively inexpensive option, they offer many challenges:

- **Low level interaction:** projecting onto a wall or board diminishes the interactive properties of the projector. The accuracy of your writing and touch can be greatly impaired when working on a surface that isn't designed with interactivity in mind. Teachers and students may become reluctant to write or interact because of the sub-par performance.
- **Poor image quality:** low-resolution images become a barrier to students engaging with lessons. The problem is compounded by the fact that you may be projecting onto a surface that isn't designed for that purpose. Plus, there is the shadow of the projector itself which can obstruct the view for some students.
- **Reduced mobility:** projectors are attached in the classroom, with no flexibility to move around. You can't share it between classrooms, but more importantly, it doesn't accommodate flexible learning environments. You're locked into its placement.

**With the introduction of an interactive display in a classroom:**

Students observe  
**1.5x**  
more when using an interactive display with a student device in a classroom



Both

**36%**

Student Devices Only

**24%**

# The role of an interactive display in today's learning environments

Schools around the world have rapidly begun to adopt student devices like laptops, tablets and smartphones inside and outside of their classrooms. The influx of these consumer products offers great opportunities for education. Interactive displays can help both students and teachers get even more value from them.

**55%**

more students participate in discussing ideas

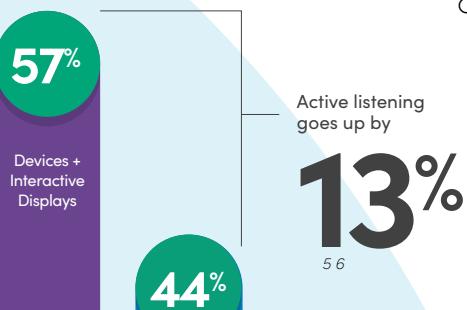
56



## Getting more from student devices

The image of students sitting, looking down at their tablets and passively consuming content is not one that reflects 21<sup>st</sup> century learning. Engaging today's learners means providing active learning environments where students can go beyond just scrolling or broadcasting their screens. An interactive display can add this active element, particularly if it has the ability to let students explore the teacher's lesson at their own pace, and contribute to the lesson from their devices.

To create active, student device-enabled learning environments, look for an interactive display that enables students to share ideas in engaging, meaningful ways by letting them send text and images to a shared space in the whiteboard and tagging their individual contributions. This functionality can help give students equal, active opportunities to share and develop their voice and ideas.



## Remote and blended learning

In remote and blended learning environments, teachers and students not only need devices to connect, they also need digital tools and content to engage in active learning experiences. For effective remote and blended learning, teachers need their interactive display to act as a nerve center where they can orchestrate these devices, tools, and content, as well as the learning experiences of students in and out of class. All this needs to happen in the easiest way possible.

Empower your teachers with interactive displays, purpose-built for classrooms where students learn with devices. With a high-quality interactive display, teachers can share screens and whiteboards out to students and launch collaborative whiteboards for an engaging learning experience.

Schools around the world are rapidly adopting student devices like laptops, tablets and smartphones inside and outside of their classrooms



## Integrations

It's important to choose an interactive display that gives teachers the ability to bring together student devices, computers and peripherals, learning software and content. Your interactive display should provide one streamlined, continuous platform for lesson delivery, interactivity and engagement by integrating seamlessly with your technology environment.



### Integration with classroom computers

Many schools are walking away from connecting computers to their interactive displays in favor of embedded Android experiences.

(More details on what to look for in embedded computing are listed on page 13.) However, many schools still prefer the experience of connecting their interactive displays to computers. These schools should look for an interactive display that integrates well with Windows, Mac and Chrome operating systems. For example, some brands of interactive display can support 20 or more points of touch on Windows and Mac OS. If your school uses Chrome OS computers, a minimum of 10 touch points on Chrome OS should be a prerequisite.

### Cloud storage integration and easy access to Google and Microsoft® applications

Teachers must be able to easily access documents from Google Drive or OneDrive, particularly within an interactive display's standalone embedded experience. Direct access to Microsoft Office and Google Workspace for Education web apps, without a connected computer is also a must-have.

### Built-in, integrated Wi-Fi

A select few interactive displays include integrated Wi-Fi for easier implementation and cost savings, providing connectivity out of the box. It's best to choose an interactive display that requires no additional setup or support for third-party connectors and eliminates replacement costs for external Wi-Fi dongles.

# Features that make a difference

Today's interactive displays include more features than ever and cutting-edge technology for a competitive price. They enable more connected classrooms and engaged learning. Let's navigate the difference between specifications that look good on paper and the features that make for a valuable, future-proofed investment for classrooms.

## Touch and ink

Touch and ink are the heart of an interactive display's functionality. Here are some of the features to look for:

### Points of touch

Touch technology should offer a true walk up and use experience. This means the interactive display automatically detects touch, pens, tools and palms across applications and doesn't require a menu or tool selection to get going. Multiple users should be able to write, erase, use tools and move at the same time, enabled by up to 40 points of touch.



“

**Watching people writing out the content helps people remember more, not only immediately after, but also after a period of time.**

”

~ **Zakara Tormala,  
Stanford, 2014\***



### Multi-user interactions

An interactive display that lets multiple users write, erase and move content at the same time is a must-have. Look for an interactive display that enables multiple users to touch, write or gesture without the need to use menus, select tools, or switch modes. Interactive display models that automatically detect touch, pens, tools and palms without the need for software menu selections make it faster and easier to interact with the board.



### Inking experience

Can you write into PDFs and Microsoft Office files, and over applications and browsers, without an overlay or special ink mode with a connected computer? Are you able to ink over applications, inputs, browsers, and shared screens by simply picking up a pen? Think about everywhere you ink, and compare the experience. Do the tools and ink always behave like you expect? A more consistent experience means less surprises, and an interactive display that's easier to use.

These factors combined make for a true walk up and use experience that enables multi-user collaboration and uninterrupted workflows.

\* Zakara Tormala, Stanford, 2014 [bloomberg.com/news/articles/2014-07-10/say-it-with-stick-figures-your-crude-drawings-are-more-effective-than-powerpoint](http://bloomberg.com/news/articles/2014-07-10/say-it-with-stick-figures-your-crude-drawings-are-more-effective-than-powerpoint), Stanford, 2014



## Embedded computing

Most interactive displays include a built-in computer. This eliminates the expense of connecting a laptop or dedicated PC to the interactive display and provides quick access to files, applications, a web browser, a digital whiteboard and screen sharing. Here are some specific features to look for in an embedded computer.

### Simple to use features essential for increased adoption

Ease of use should be the first and most important consideration when choosing an embedded experience. Embedded computing that offers teachers a simple to use experience with intuitive tools, simple workflows, tight integrations and easy navigation means more teachers will use the display, regardless of their technology comfort level. It also means lower training costs, fewer support calls and more usage.

### A built-in whiteboard with learning-specific features

Ensure that the embedded whiteboard includes a large instructional tool set and features to help teachers bring instruction to life. Features such as built-in templates, digital manipulatives, graphic organizers, widgets, measurement tools, integrated multi-media and student brainstorming activities plus deep student device integration help enable active, engaged learning.

### Cloud storage

More and more, schools are using cloud storage, such as Google Drive and Microsoft OneDrive, so teachers can access their lesson content from anywhere. Having cloud files available right from the interactive display allows teachers to get going quickly.

### Value-add versus added time

Your EdTech needs to add value – not extra time. Look for simple walk up and use features like a sign-in experience that save teacher preferences including their favorite apps and files. Ready-made activities, templates and widgets like timers, dice and rulers streamline lessons and hold student attention.

### Remote display management

When you add up all the technology in your school, make sure the displays' embedded computer can be managed through a cloud-based solution that allows IT administrators to remotely control them and update settings from any web browser and any location.

### Simple sign-in with built-in NFC technology

Having an NFC-enabled interactive display is a bonus as it allows teachers to log in by tapping an ID card on the display. This offers simple, fast and secure access to their personalized set-up. Teachers don't have to type out long passwords in front of students and can easily sign-out in one click, keeping their files and settings secure.

### Resetting the display

If your school has multi-use classrooms and workspaces, being able to quickly scrub work from the display for the next user or class with a clean-up or reset room feature is important as it helps secure teacher and student data.

## App experience

Many interactive display brands don't offer an app store, instead leaving their customers to time-consuming and even risky app installation workarounds. The ability to flexibly install verified Android apps to an interactive display makes a huge difference. Look for displays that offer a verified app store, as well as options for remote installation, so you can support teacher's app needs from anywhere.

Check if the native app store has verified apps and allows teachers to easily install their favorite apps, without sideloading or making a support call. This saves support teams valuable time so they can focus on other projects.

Also look for a customizable app experience that lets teachers favorite frequently used apps on their interactive display, ideally on the home screen itself.

In summary, you want to make sure that users can install and use apps worry-free and none of the app installations create security or other risks.

Look for displays that offer a verified app store, as well as options for remote installation

Divine Savior, USA  
#ConnectionsThatMatter



## Video conferencing

With the ever-increasing need to support blended and distance learning, interactive displays can facilitate audio and video conferencing in classrooms in a variety of ways.

With the right features, an interactive display can help enable consistent, high-quality instruction, whether in-person or at a distance.

### Integrated microphone array

Does the manufacturer offer an integrated microphone array option within their lineup? A built-in microphone array that provides crisp, high-quality audio capture is important for clear audio in any learning environment. It also makes it easier for teachers to connect with students by capturing lessons for later review.

### Works with UVC webcams

Your interactive display must work with UVC webcams. If you're able to plug in an Android™ compatible UVC webcam, even one with a built-in microphone, to connect with students wherever they are learning, you've made the right choice.

### Access to web-conferencing platforms

Interactive displays that provide direct access to leading video conferencing platforms like Zoom, Microsoft Teams™ and WebEx apps through a native app store must be a strong prerequisite to support remote or blended learning. For running conferencing web apps, look for an interactive display that supports a full-featured quality browser environment for video conferencing without the need for any add-ons.

## Sharing content between displays and student devices

### Screen sharing

Screen sharing from student devices to the display allows students to showcase their work and teachers to provide real-time feedback. Look for screen sharing solutions that offer the ability to share a minimum of four screens with touchback support. Select a screen sharing solution that works for your technology environment whether that be through native platforms, such as Google Cast, Airplay, or Miracast, dedicated apps or a browser-based solution that doesn't require network configuration.

### Whiteboard sharing

An interactive display that allows teachers to share whiteboards to student devices is important so that every student can see the content. However, interactive displays that enable this functionality without requiring students to log in makes it easier, faster, and less disruptive. Once the whiteboard is shared to student devices, it is essential that teachers maintain control of the lesson with the ability to toggle between teacher-paced (teacher controls what the students see) and student-paced (students have the freedom to explore the shared content at their own pace) instruction at any time.

### Collaborative whiteboard

Multi-way inking in a shared whiteboard is important for enabling real-time collaboration. Allowing students to add a variety of content including ink and text from their devices helps them to showcase their understanding and facilitates active, collaborative learning.

## Ease of maintenance and future-proofing

When choosing an interactive display, understanding what brands offer in terms of automatic updates, product quality, warranty and support can make a major difference in the long-term return on your investment, the impact on your time, and your total cost of ownership.

### Automatic over-the-air updates and continuous feature improvements

Check if your interactive display updates automatically over-the-air (OTA), and what those updates provide. Automatic OTA updates ensure security settings are always up to date and patches and fixes are reliably deployed. Some interactive displays can even upgrade their Android operating system over the air. This capability can be a big cost saver, extending the life of the display without requiring the purchase of new parts or modules. Look for a brand that also provides continual feature improvements over the air. At a minimum, you should get patches, fixes, security updates, without having to manually deploy these updates. Not only can this help teachers and students get more from the interactive display over the years, it can help ensure equity between schools and classrooms that may receive different models over a multi-year deployment.

### Image quality

Leading-edge technology empowers quality teaching and learning. When considering an interactive display purchase, ensure the manufacturer is in line with the industries' latest and greatest technology. In terms of image quality, some of the basic specifications to look for, at a minimum, are 4K Ultra HD resolution, 8ms response time, and 60 Hz refresh rate.

## Purpose-built for learning

Your interactive display should be purpose-built for learning environments, and not a repurposed consumer or commercial touch screen. Consider how rigorously the manufacturer has tested the interactive display for classroom use. For example, a touch display in an office may be used for an hour or two per day, whereas an interactive display in a classroom can be in use much of the day, throughout the school year. Make sure you choose a brand that's been durably built for classrooms, including using heat-tempered, anti-glare, anti-smudge and anti-fingerprint glass, and rated for 50,000 hours of use. Some interactive display manufacturers put their products through rigorous life testing, including for temperature, humidity, and voltage extremes to ensure the long life of your product.

## Warranty

Leading interactive display warranties include advanced hardware replacement with 2-way shipping, coordination and onsite replacement support, as well as remote product support.

Check to see if your manufacturer warranty requires the product to be registered before it's activated. Some manufacturers' warranties cover the interactive display the minute it's shipped, which can provide additional peace of mind.

Also check to see how long a company has been around in the interactive display market. Getting a 3-year warranty promise from a company that has only been around for a few years has the potential to turn into sleepless nights.

## Mobile device management

Make sure you are easily able to manage your technology at scale. Many brands include mobile device management software with their displays, to let you maintain, control, support and secure devices from a web browser, reducing the need for classroom visits.

## Accessories and extras

The cost of accessories and extras can add up quickly, especially on a large-scale deployment. Look for an interactive display that comes with extras such as a remote control, high-quality speakers and wall mount included with the purchase of a display to save on implementation costs.

## Technical support

This is an important requirement. Beyond downloads and guides, ask whether prospective interactive display manufacturers offer ongoing technical support online, over the phone and in person.





## Connectivity

An interactive display's network connectivity and ports make a big difference to how easily teachers can incorporate devices and media in their lessons. Here's an overview of common ports and what you should look for in each one:

### USB



There are three types of USB ports. Type-A is the one we all use for flash drives and other peripherals. Type-B is lesser known, but also important, as it's used for touch input on the interactive display. Type-C is the most advanced type and is capable of providing data (e.g., audio and video), touch and power through a single connection. Inputs that support video, touch, audio and data need to be conveniently accessible. USB-C memory key support and enough charging capability to charge a wide range of devices is a must.

### HDMI\*



If you connect your laptop to a TV to watch Netflix®, you know what an HDMI port is. It allows high resolution, digital video and audio signals to be displayed and heard. Most interactive displays will have at least one. The question you'll want to ask is how many you need and if the video inputs are touch enabled through corresponding USB Type-B ports. Also, know that HDMI 2.0, not HDMI 1.4, ensures compatibility with high-bandwidth video signals, like 4K.\*

\* Another option for carrying audio/video and other data is a DisplayPort \*\* Manufacturer-certified installers ensure true fidelity 4K signals\*

### VGA



A VGA port carries lower resolution analog video signals (so it's not as modern as an HDMI or DisplayPort connection or interface). If you need a VGA port, just be certain that your audio inputs correspond with the VGA connection, or you won't be able to get sound. If you're using a VGA connection for video, you will require a separate audio connection and cable for audio. Be sure to confirm that the interactive display supports this configuration.

### Audio



There is nothing worse than preparing a lesson with some great, engaging multimedia content and then discovering half the class can't hear it. Almost all interactive displays include internal speakers, so do your best to test them out in your learning environment(s). If you want to hook external speakers up to your interactive display, you'll need an audio output.

## Screen size

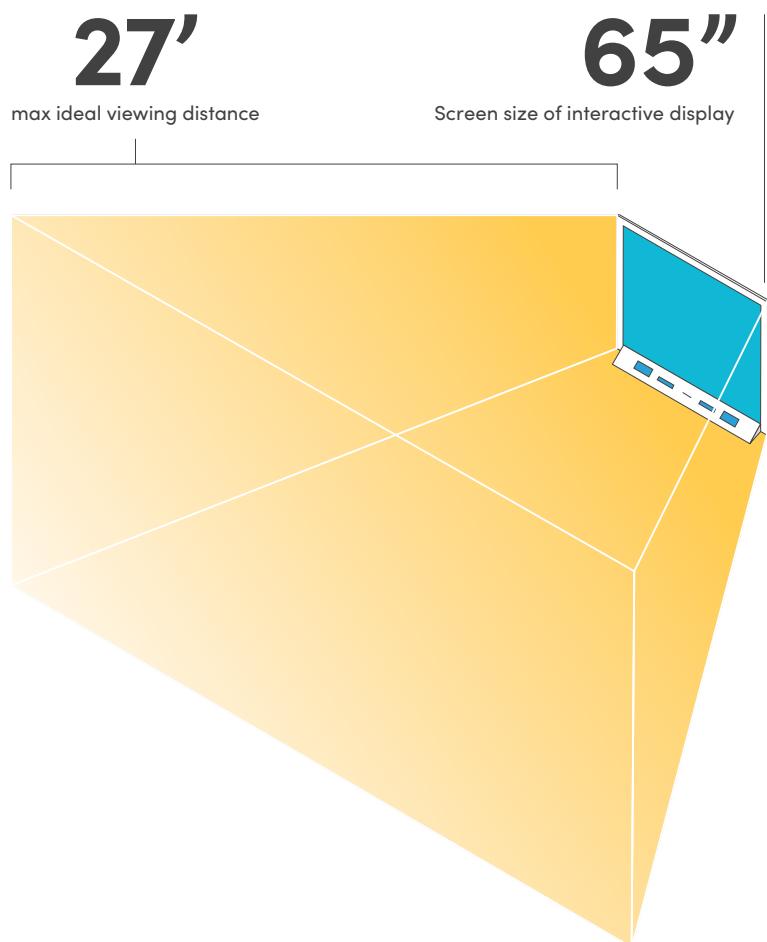
Screen sizes for interactive displays generally range from 55" to 86". The larger end of that spectrum is more expensive, so let's see what role the size of your interactive display plays in achieving your objectives.

### Viewing distance

The 5X rule of thumb is a handy trick to calculate a comfortable viewing distance for 20pt font on an HD interactive display.

The formula is simple: multiply the screen size by 5 and divide by 12 to get the answer in feet. Let's use a 65" display as an example:

$$65" \times 5 = 325" / 12 = 27 \text{ ft (8.2 m)}$$



### Viewing angle

Even if students are close to the interactive display, the angle they're looking at it from matters. Many interactive display manufacturers say they address this by having a 178° field of view. Please note, most panels exhibit a reduction in clarity and brightness at extreme angles.

### Collaboration

A less thought of, but equally important consideration is how many students you want to have working together on the interactive display. Don't forget to consider the height of your classroom and your students! Installing an adjustable wall mount helps students reach all four corners of the interactive display.

### Eye care and eye strain reduction

Look for an interactive display manufacturer that values your wellbeing and holds themselves to high health and safety standards. The interactive display must include features such as anti-glare glass, flicker-free displays and controllable light settings to ensure eye comfort, health and safety.

# Why who you buy from matters

We've had a closer look at interactive displays, examined the importance of learning environments, and explored the features and specifications that have the greatest impact in the classroom. A final consideration is what to look for in the company you purchase from.

## Privacy & security

Most interactive display manufacturers will say they offer privacy features. It's important to ask whether interactive features need to be turned off to realize these privacy benefits. Look for an interactive display that provides advanced privacy and security features without compromising on interactivity. Your interactive displays should allow for interactive and collaborative workflows to be enabled while keeping product user data protected.

## Trusted data storage and processing

Where is your data hosted? Does the interactive display manufacturer use best-in-class data centers that have industry-standard certifications such as ISO 27001 and SOC 2/3? Are European customers able to have their product user data stored in the EU in accordance with EU and GDPR legislation? These are important questions that must be asked before purchasing an interactive display.

## Built-in protection

Look for an interactive display that offers automatic over-the-air updates, as this will help you ensure your security settings are always up to date. Also consider whether the interactive display can support certificates for authenticating and accessing networks. Another feature to look for is the ability for an administrator to remotely clear content from a display to save time, protect user data and manage interactive displays across schools.

Look for an interactive display that offers automatic over-the-air updates

## Remotely manage and administer control

As we said on page 16, most interactive displays come with mobile device management software that enables administration of your interactive displays easily and remotely at scale. Look for whether the mobile device management (MDM) tool included with your purchase can limit functionality based on role so you can prevent teachers from installing unsanctioned apps or changing Android settings. Look for a tool that lets you remotely set or change the settings on your interactive displays. And finally, make sure these capabilities are included in the version of the MDM tool that comes with your purchase. In some cases, advanced MDM features are a paid add-on.

## Privacy and single sign-on

One privacy feature to consider is single sign-on, which enables teachers to sign into their interactive display through a trusted identity provider like Google or Microsoft. This capability means a teacher can keep their applications, cloud storage files and personal settings secure behind their login. If an interactive display enables single sign-on using teachers' existing accounts, this enables you to maintain the same level of controls for your interactive displays that you use to secure your other organizational information.

Equally useful in a display with sign in capability is the ability to sign out, which resets the display for the next user and prevents unauthorized access to data and settings.

## Web and content filtering

Is safe web search the default setting in the embedded browser? With safe web search, you can be comfortable knowing no ads will be displayed and all results will be filtered to only show appropriate content.

## Data rights

When purchasing an interactive display, make sure that you own your own data. This means you can request to have it erased at any time and the manufacturer does not sell your personal data.



## Social responsibility

Purchasing technology like an interactive display goes beyond your classroom and school. It has global implications. Does the manufacturer hold themselves and their partners to high environmental and social responsibility standards? Here are a few areas relevant to interactive display production to ask about:

### Supplier and sub-supplier fair workplace and human rights standards

Does the interactive display provider have a supplier code of conduct? This policy means the manufacturer requires suppliers to adhere to standards for working conditions, human rights, health and safety, ethics and the environment. Make sure the company and its direct and indirect suppliers take guidance from the SAI certification standard for decent workplaces (SA8000) which is based on the UN Declaration of Human Rights, conventions of the International Labor Organization (ILO), the UN and national law.

A rigorous supplier code of conduct will require a manufacturer's direct suppliers to submit to periodic audits and commit to process improvements. Does the manufacturer have a stringent audit process? Do they have dedicated employees residing in all regions where products are produced who make regular visits to oversee production and quality? These are important questions to ask before buying an interactive display.

### Digital rights management

Look for a vendor that is committed to protecting the use, modification, and distribution of copyrighted works (such as software and multimedia content).

## Certifications and compliance

### ENERGY STAR® certification and EU Ecodesign compliance

If an interactive display is certified for ENERGY STAR® and EU Ecodesign compliance, it is designed for exceptional energy efficiency and lower operating costs. Check to see if your interactive display is ENERGY STAR® certified and EU Ecodesign compliant.

### Safety and regulatory compliance

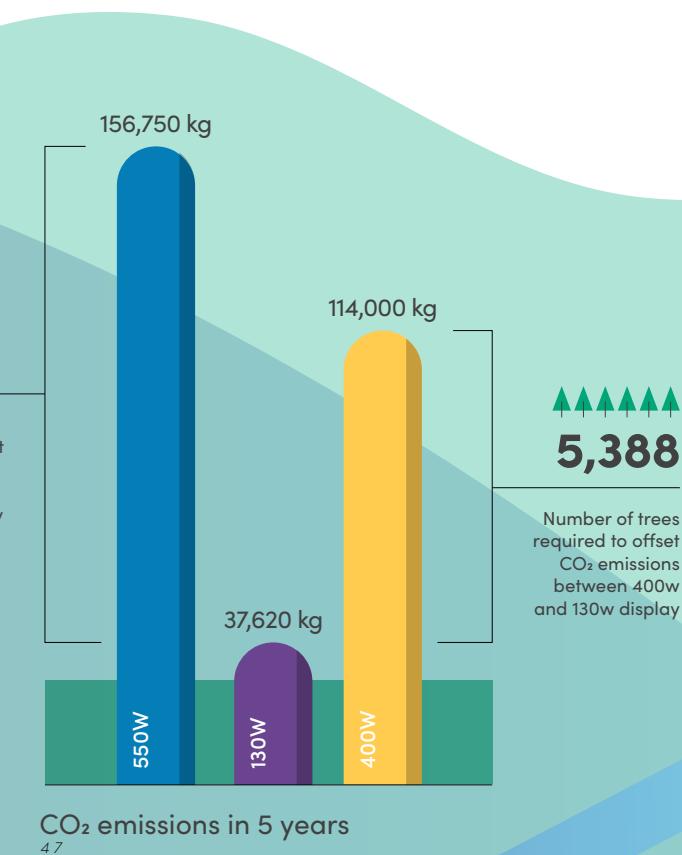
Check whether the interactive display you're considering meets standards for product safety, environmental compliance, regulatory and interoperability, using accredited third-party testing and verification. When a vendor says they comply, request copies of the actual certifications you need for your region.



A 130w interactive display can be **up to 4x more efficient** than a higher power-consuming interactive display

<sup>4</sup>

The efficiency of 130w displays results in significant reduction of CO<sub>2</sub> emissions compared to 400w and 550w displays



<sup>47</sup>

## Implementing your new technology

Finding the right interactive display is one thing, but ensuring it's adopted by your teachers and having the desired impact in your classrooms is another. The company you buy from should be able to work with you on a customized implementation plan that covers the development and tracking of your desired educational objectives. This should encompass the following areas:

### Technical

District-wide technical setup to roll out the implementation.

### Pedagogical

Customized professional learning plans, aligned to district-developed goals and outcomes.

### Ongoing support

Programs designed to empower your educators to help lead your interactive classroom implementation.

### Resources

Access to online resources, lesson plans and templates, as well as webinars, phone and in-person support to facilitate a smooth and quick deployment.



## **Training and Support**

The effectiveness of your interactive display is dependent on it being used regularly and being used well. To help ensure that teachers adopt the new technology, and that students are getting the most out of it, ask about the training resources each interactive display provider offers. There are several options that you should look for:

### **Self-serve training resources**

Live and on-demand training webinars provided by certified educators and trainers. Resources that provide both application and teaching practice guidance for teachers.

### **In-person training**

Does the company have approved trainers, with an education background that will provide custom training for you and your staff?

### **Training certification**

Programs that certify and empower teachers to deliver ongoing training within your district.

### **Installation and service support**

When you purchase an interactive display, it's not just the manufacturer you're buying from. Consider if the company doing your installation and servicing has the right certifications, policies and procedures to ensure safe and secure installation.

# Evaluating Interactive Displays

## Checklist – questions to ask

Evaluating education technology is no small task. Below are several questions to help guide your discussions with providers to effectively compare and prioritize the features that affect learning outcomes, teacher adoption, as well as product quality, safety and value.

### Touch and writing experience

- 1.** Can multiple users select objects with a finger, write with a pen and erase with their palm at the same time?
- 2.** Is writing on the display as easy as picking up a pen without selecting a tool from a menu?
- 3.** Can users pick up a pen to ink over any input and/or application on the embedded Android™ platform?
- 4.** Test the touch and writing experience on your preferred PC or Mac device. Test for:
  - a. A minimum of 20 points of touch on both operating systems.
  - b. Automatic simultaneous recognition of touch, pen and eraser/palm.
- 5.** Does the display provide plug and play support to Chrome OS applications with touch, pen, and erasers?
- 6.** Can users write notes into third-party files, such as PDF and PowerPoint® and save them in the native format?

### Embedded computing experience

- 7.** How many ways are available to share screens? At a minimum, users should be able to share screens with native, browser-based and app-based screen sharing without prior network configuration.
- 8.** Is there an app provided for Windows and Mac OS that enables screen sharing and includes touchback support?
- 9.** Does the embedded computing protect user's files, settings, and personal information by offering personalized user profiles? Does it utilize Google and Microsoft credentials for login?
- 10.** Is there a sign out or clean up feature that securely logs users out from cloud storage and apps? Can administrators remotely clear content from the interactive display?
- 11.** Does the solution offer a live visual preview when switching between video inputs?
- 12.** How does the display update? Is it over-the-air? Is it automatic or manual?

## Embedded computing experience continued...

- 13.** Can users search, install and favorite verified apps from a native app store? Does the display have access to popular apps for teachers including Microsoft Office apps and leading video conferencing apps?
- 14.** Can administrators centrally deploy apps to the embedded Android?
- 15.** Is your data hosted on best-in-class data centers with industry-standard certifications? Can European customers have their product user data stored and processed in the EU in accordance with EU and GDPR legislation?

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## Embedded whiteboard

- 16.** How user-friendly and streamlined is the whiteboard experience? Can users discover and complete desired actions within a few clicks?
- 17.** How easy is it to share whiteboard content to student devices? Does it require students to login with an account? Does shared content update in real time?
- 18.** Does the whiteboard offer multi-way collaboration with student devices? How many devices can connect and contribute? Are additional tools such as text, touch, erase and highlight available to students?
- 19.** During lesson delivery, can you switch between teacher-paced and student-paced modes?
- 20.** Does the whiteboard offer integrated image and video search, without ads? Does it use SafeSearch for results?
- 21.** Does the whiteboard include educationally relevant backgrounds and interactive digital manipulatives? How easy is it to add resources to a lesson on the fly?
- 22.** Can multi-page PDF files be opened via the whiteboard application?
- 23.** Does the whiteboard offer integrated image capture from a connected UVC device?

## What's included, quality and computing options

- 24.** Does the display come with subscription-free software and pre-made education resources?
- 25.** Is there an option to add a fully integrated computer that includes Windows 10 Pro?
- 26.** Does the interactive display company invest in accelerated life testing (ALT) to ensure long-term quality?
- 27.** Are speakers, a wall mount, a remote control and built-in Wi-Fi included?
- 28.** Are the displays ENERGY STAR® certified and EU Ecodesign compliant?

## Technical support

- 31.** Does the manufacturer offer comprehensive online self-serve support that includes a searchable knowledge base, moderated user communities and social media?
- 32.** Does the manufacturer provide online technical training?

## Professional learning

- 29.** Does the company have a team of former educators dedicated to supporting customers during implementation?
- 30.** Does the company offer online resources and webinars that include both functional and pedagogical professional development?

# Final Thoughts

SMART®

## Working with educators for over 35 years

An interactive display is not just an important investment; it's a vital part of the everyday experience of your teachers and students.

A holistic, comprehensive offering is essential to a successful interactive display implementation and ultimately, to meeting your educational objectives. SMART Technologies has been creating technology specifically for classrooms for over 35 years.

SMART interactive displays are designed specifically to help teachers engage students and connect classroom technology in the simplest ways possible. We work tirelessly with educators to identify design opportunities and evolve our products to address them. We invite you to try our interactive displays and test them against the competition.

To learn more about SMART or to contact one of our resellers, visit [smarttech.com](http://smarttech.com).

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