



# Communication Tools for Schools





WHY FRONTROW?



## Communication Tools for Schools

Over 14,000 schools use FRONTRow technology for better learning outcomes and a safer, more efficient campus. What we do is simple: Make it easier to connect and communicate with your students, with groups across campus, and with many of the devices you use to run your institution.

In the classroom, FRONTRow knocks down invisible communication barriers with elegant **digital sound technology** for media, teacher and student voice reinforcement, audio-visual **device control** and management, and automated **lesson capture**.

When linked together via your school network, your FRONTRow classrooms form a powerful campus-wide platform for **paging**, **intercom**, **bell scheduling**, automated **emergency response**, and much more.

Whatever your communication vision, from basic to ambitious, FRONTRow can help you make it happen. Visit [gofrontrow.com](http://gofrontrow.com) or call us for a free consultation.



**Microphones** for classroom clarity



**Control** and monitoring options



**Mass communication** and automation



# Why FrontRow?

## Better classroom communication = better results

FrontRow exists because it's actually quite hard to learn in a classroom. Our proven, powerful audio technology and tools help you deliver instruction through all AV media.

- Overcome communication barriers.** At least half of all instruction is still verbal, yet the average student misses 25% of what the teacher says every day. We ensure that students miss less and understand more.
- Maintain (or gain) achievement.** There are decades of proof that FRONTROW classrooms achieve more. 96% of teachers using FRONTROW say it helps with attentiveness, listening, and comprehension. It even supports teacher energy and vocal health.
  - More easily manage classroom demands.** From automated lesson capture to voice command of your presentation technology, FRONTROW helps teachers deliver amazing video and audio content with less time and effort.
  - Efficiently communicate across flexible learning spaces.** Optimize communication in classrooms and adjoining learning spaces, like study group halls and maker spaces.



**34%**

**16%**



Reading growth  
without FRONTROW



Reading growth  
with FRONTROW

READING GROWTH — JUST ONE OF FRONTROW's benefits — comes from the fact that the brain treats reading as an auditory activity, and our technology greatly improves the phonemic awareness young readers need.

## A safer, more efficient campus

Connect classrooms, hallways, offices, and other areas into a single communications grid over your LAN. FRONTROW lets you do daily tasks like paging, bells, and using the intercom, as well as emergency response, in a much more manageable way.

- More adaptable.** Totally customizable to each school's needs, processes, and preferences.
- Be self-sufficient.** Lets you and your staff create, access, and modify your communication without the need for outside consultants and techs.
- No more siloed systems.** With FRONTROW's one platform, you can handle bells, paging, intercom, control, mass notification, handshakes with building controls and life safety systems, and more.
- Eliminate redundancy.** No need for separate wiring, amplifiers, speakers, bell tones, intercom phones, support contracts, and learning curves.
- Go beyond the limits of your analog PA.** With one-button click, staff can activate daily or emergency announcements, display information on digital signage, lock doors, send private alerts, and more. If you can imagine it, you can probably do it with FrontRow.





### Students beyond the classroom

- Benefit from clear MP4 content videos viewable on almost any device.
- Great for homework support, absent students, and flipping.

*Millions of students and teachers are benefiting from FrontRow solutions.*

## Why FRONTRow in the Classroom?

Schools use FrontRow because modern classrooms are less-than-perfect places to learn:

- **Distance from the teacher.** The farther a student is from the teacher, the harder it is to learn. On average, students miss 25% of what the teacher says daily. In the back row, it's as much as 40%.
- **Background noise.** It's harder to learn when noise masks what students are supposed to focus on. According to ANSI, an acceptable background noise level in classrooms is 35 dB — but the typical classroom measures 41 to 51dB.
- **Echo.** Hard surfaces and high ceilings in classrooms cause voices to echo slightly, causing a kind of audio 'blurring.' Although less extreme than trying to hear an announcement in a train station, this phenomenon nevertheless detracts from students' ability to comprehend. Students perform best with reverberation times no higher than 0.4 seconds (ASHA), but most classrooms exhibit reverberation times of up to 1.25 seconds!
- **Immature listeners.** By definition, students are hearing new material, often with underdeveloped vocabularies and immature brains. Until about 14 years of age, most students perform surprisingly worse than adults in simple word-recognition tests, despite having normal ears.
- **More gadgets to manage.** Many instructors have to orchestrate several different technologies to display content, illustrate concepts, and facilitate interactive learning. Something as simple as a misplaced remote or cable can cause precious teaching time to vanish.
- **Great ideas, but no time to implement them.** Flipped learning, blended learning, and screencasting are wonderful tools — but most teachers don't have the extra hours each week to produce them.



### Control panel

- Single, fixed location for all AV controls and help buttons.
- Eliminates remotes and ensures consistency.



### Teacher

- Speaking normally, can be heard throughout the room.
- Uses voice command to activate display and switch inputs.
- Uses voice command to start and stop recording screen and audio content, then automatically title and post it for students.
- Can send out a campus-wide or main-office alert by a one-touch microphone push.



### Speakers

Distribute voice, media, and paging audio evenly throughout the room



### Students in class

Student mics clarify student voices, boost confidence and participation



CLASSROOM



## ToGo™

### Choose ToGo if you:

- Need **portable** voice/media audio indoors or outdoors – great for physical education, bus lines, assemblies
- Have **open plan** classrooms

### Why it's better:

- Long-lasting, built-in, rechargeable **battery**; sets up in **minutes**
- Powerful DUO™ **line array** technology creates amazingly even and wide sound coverage
- Patented OPTIVOCIE™ **speech clarification**
- Wind-resistant and stable **boom mic**
- Superior **extruded-aluminum** construction



## PRO DIGITAL™

### Choose PRO DIGITAL if you:

- Want the most **even stereo sound coverage** possible
- Want **expanded audio coverage** beyond the classroom, into extended learning spaces, like neighboring group study halls or maker spaces

### Why it's better:

- ADAPTO™ **digital feedback suppression**
- Patented OPTIVOCIE™ **speech clarification**
- **Energy-saving sleep mode** – wakes up when teachers start speaking
- Stable teacher **pendant with two mics** for great sound



## JUNO®

### Choose JUNO if you:

- Want excellent **stereo voice/media sound** with easy setup
- Want to make **intercom** and **emergency calls**, start **recording**, and do **basic control** and **monitoring** of other AV devices through voice commands
- Need **EPP-ready** classroom AV
- Want Pro Digital's **expanded audio coverage**. (See above)

### Why it's better:

- Amazing **room-filling digital sound** from a single **low-/no-installation SONICSUFFUSION™ line array**
- Advanced features including **feedback suppression, speech clarification, multi-mic capacity, auto sleep/wake, lithium ion charging, teacher priority, Bluetooth® connectivity**, and more



## ezRoom®

### Choose ezRoom if you:

- Want **installed, flush-mounted voice/media sound**
- Want to make **intercom** and **emergency calls**, and do **sophisticated control** and **monitoring** of other AV devices
- Need **EPP-ready** classroom AV
- Want Pro Digital's **expanded audio coverage**. (See above)
- Want **wireless display** connectivity

### Why it's better:

- **Easy to program**, with almost unlimited ability to **customize**
- **All the digital features of Juno** with an **architecturally seamless look**
- Options include **iPad** control, **optical HDMI**, projector **bulb life alerting**, numerous **speaker** and **input** choices
- **Bluetooth** for multi-media audio, and more





# Why FRONTRow across the Campus?

**W**ith FRONTRow technology in your classrooms, you have the perfect building blocks for solving a huge array of communication challenges campus-wide. Simply link FRONTRow classrooms via the school network; add some endpoints for hallways, lounges, and other areas; set up your administrator station, and you have **CONDUCTOR™**. Districts around the world use CONDUCTOR to address serious problems they faced in running their schools:

**1960s technology isn't up to 21st Century demands.** Many school buildings are still relying on decades-old 70V analog technology to communicate with students and teachers. Chances are, your bell, paging, or intercom system was designed for a different era where zone changes and schedule shifts were rare, and today's threats were unthinkable.

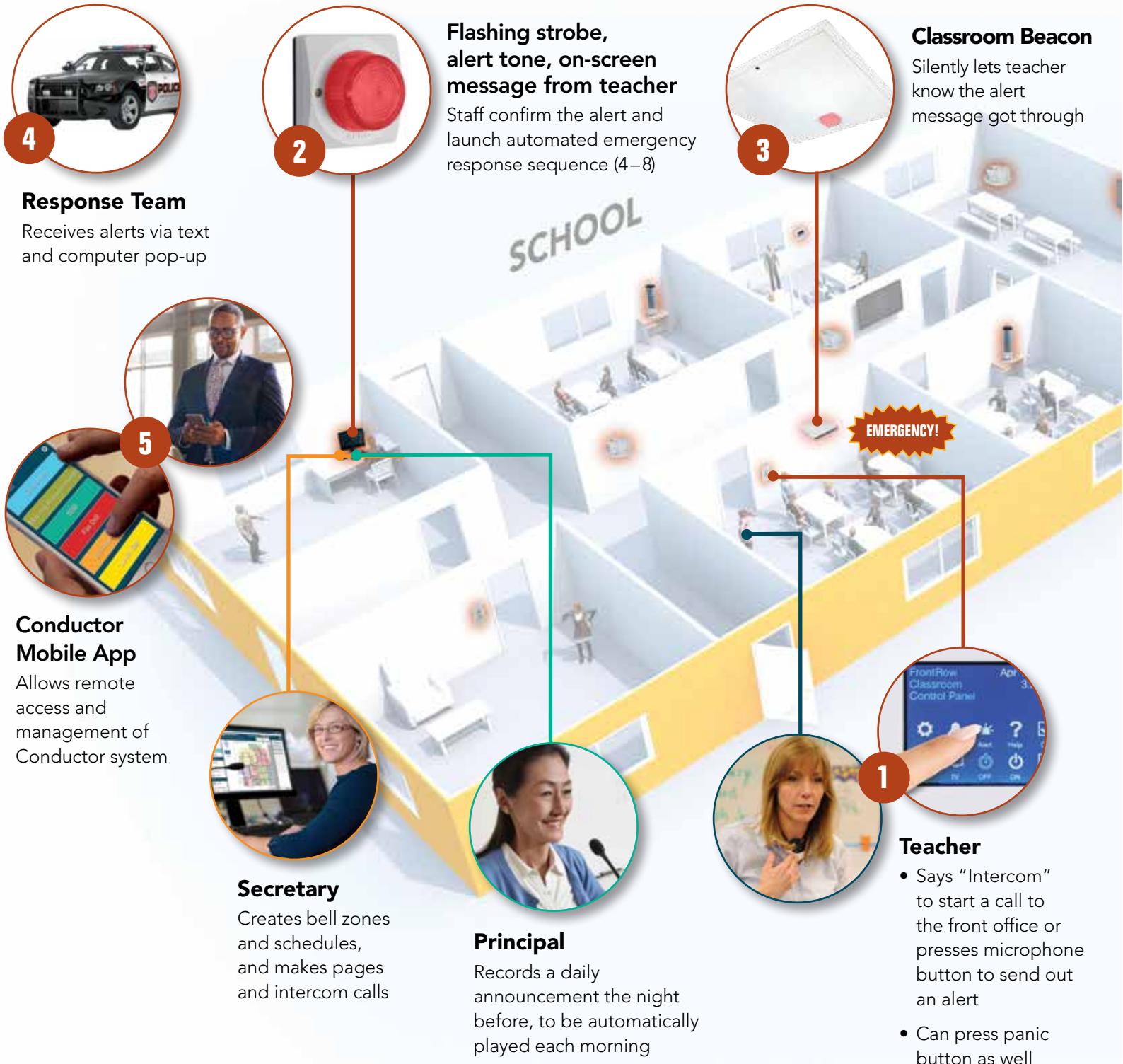
**"One-size-fits-all" limitations.** All analog and even some digital communication tools have assumptions about how you'll use them — and then lock you into those restrictions.

**Dependence on outside techs.** What should be simple changes (adding a zone, swapping the location of 4th- and 6th-grade classrooms for next year, etc.) often take a costly call to an outside technician to literally re-wire your paging or bell system.

**Too many stand-alone systems.** You have one system of amplifiers, wiring and speakers for paging. Another for classroom media. Maybe you maintain hard-wired phones just for the odd intercom call. Bells are yet another beast. If you're getting tired of supporting (and being dependent on) systems that each do just one thing, it's time to consider FRONTRow.

**Wasteful redundancy.** Your LAN cabling probably runs side-by-side with your analog paging wires. They could easily carry the same information, but, instead, you carry the cost and support structure for both.

FRONTRow CONDUCTOR erases these issues with a network-based tool that you can customize for your unique needs, then maintain and change yourself as needed. Because it's a single harmonious system, it's much easier to afford and manage than what's likely in your walls right now. What's more, CONDUCTOR can help you do things you've never dreamed of.



*"We have seven schools and our district office running FRONTRow's Conductor. We have implemented flexible zoning, coordinated emergency alerts and the ability to intercom with any room in the school."*

**Stephanie Griffin**

Director of Instructional Technology – Piedmont Unified School District



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### Digital Signage & Monitors

Show alerts and information



7

### Zoned Speakers

Play alert tones, pre-recorded announcement, and instructions



8

### Locks

As appropriate, activate other systems to address situation



### Technologist

Can view, schedule, control, and manage projectors, monitors, FRONTROW devices and other AV assets from anywhere

## CONDUCTOR™

### Choose CONDUCTOR if you:

- Want an **easier-to-manage paging, intercom, and/or bell system** for your school
- Need to easily **change your bell schedules** for weekends, holidays, late-starts, Daylight Saving, or inservices
- Need to improve your school's **security and emergency preparedness**

### Why it's better:

- You're in control** of where and when pages, intercom calls, bells, and pre-recorded announcements go — even use a school map to click and call
- No need to call in a technician when you want to make a change. CONDUCTOR is designed to be **managed by IT and front-office staff**.
- Simple** interface, with incredibly **powerful** scripting. CONDUCTOR can help you orchestrate practically any communication or control vision you have for years to come.



# The leader in school communication technology



## Automated Lesson Capture

Using simple voice commands, Teacher Edition software records screen and audio then automatically titles and prepares recordings for upload so students can review the video after school.



## Class2Class for distance learning

Using FrontRow with tools like Skype™ and Adobe® Connect™, you can easily set up a real-time audio/video connection between your class and any location – one that's clearly heard by everyone without echo.



## PrioriTeach keeps the teacher voice audible

PrioriTeach gives priority to the teacher microphone by reducing the volume of all other devices and microphones when the teacher microphone is used. Control how quickly and to what level the volume is reduced, how quickly the audio resumes, or turn the feature on and off.



## VoiceChoice

Increase talk time or expand coverage for very large rooms with a quick software adjustment.



## Voice Command for displays, recording, intercom & more

We offer voice control of not only FrontRow AV systems, but other technology too. Turn on your display, switch inputs, start recording, call the front office – all with simple voice commands.



## OptiVoice™ clarity

FrontRow's patented, powerful tool for test-taking, directions, and ELL instruction. Fragile consonant sounds carry about 75% of the meaning in speech but are easily destroyed by background noise. OptiVOICE strengthens these critical sounds, doing the work of a 12-band equalizer with a single switch.



## Earth-friendly design

FrontRow's design and manufacturing practices keep lead, mercury, PBDE and other toxins out of its products — and out of the environment.



## SonicSuffusion™ for smarter sound distribution

JUNO has three digitally-controlled drivers in a single unit that evenly fills the room with the kind of exciting, multi-layered stereo sound you'd expect from a much larger installed system.



## Fast, proper connection to Personal FM systems

Audiologists can quickly and confidently connect students' personal FM transmitters and maintain excellent transparency. Teacher and fellow-student voices plus media audio are delivered directly to the child's personal receiver.



## Digital feedback suppression and sound quality

Faster than the speed of thought — a blistering 375 times per second on TEXAS INSTRUMENTS processors — the ADAPTO platform automatically adjusts sound quality, power usage, and other complex details. ADAPTO adapts so teachers can teach.



## SmartCharge™ peace of mind

One of the greatest killers of electronics is accidental recharging of alkaline batteries. SMARTCHARGE technology only charges batteries that are safe to charge — protecting your investment for years to come.



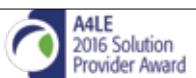
## Save money (and maybe the planet)

FrontRow products use significantly less energy — up to 63% less — than other systems. They're a smart choice for schools and the environment.



## Emergency Preparedness Plan ready

FrontRow alerting technology lets you easily automate critical steps in your emergency response plan — verbal announcements, locking doors, activating signage, sending secret alerts, signalling all-clear, and more — so you can get out and lead your team and students to safety.



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