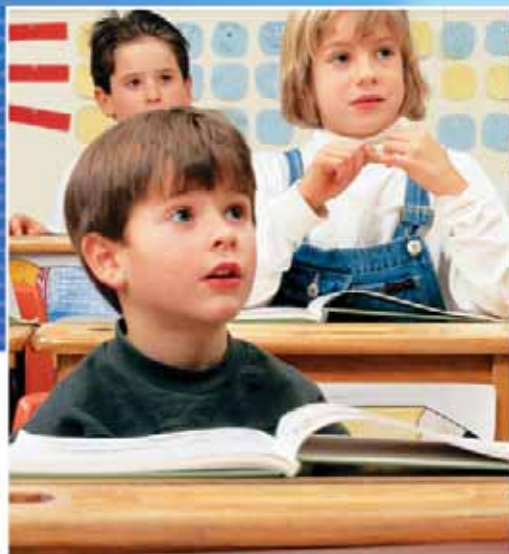


# MediaMaster<sup>®</sup>

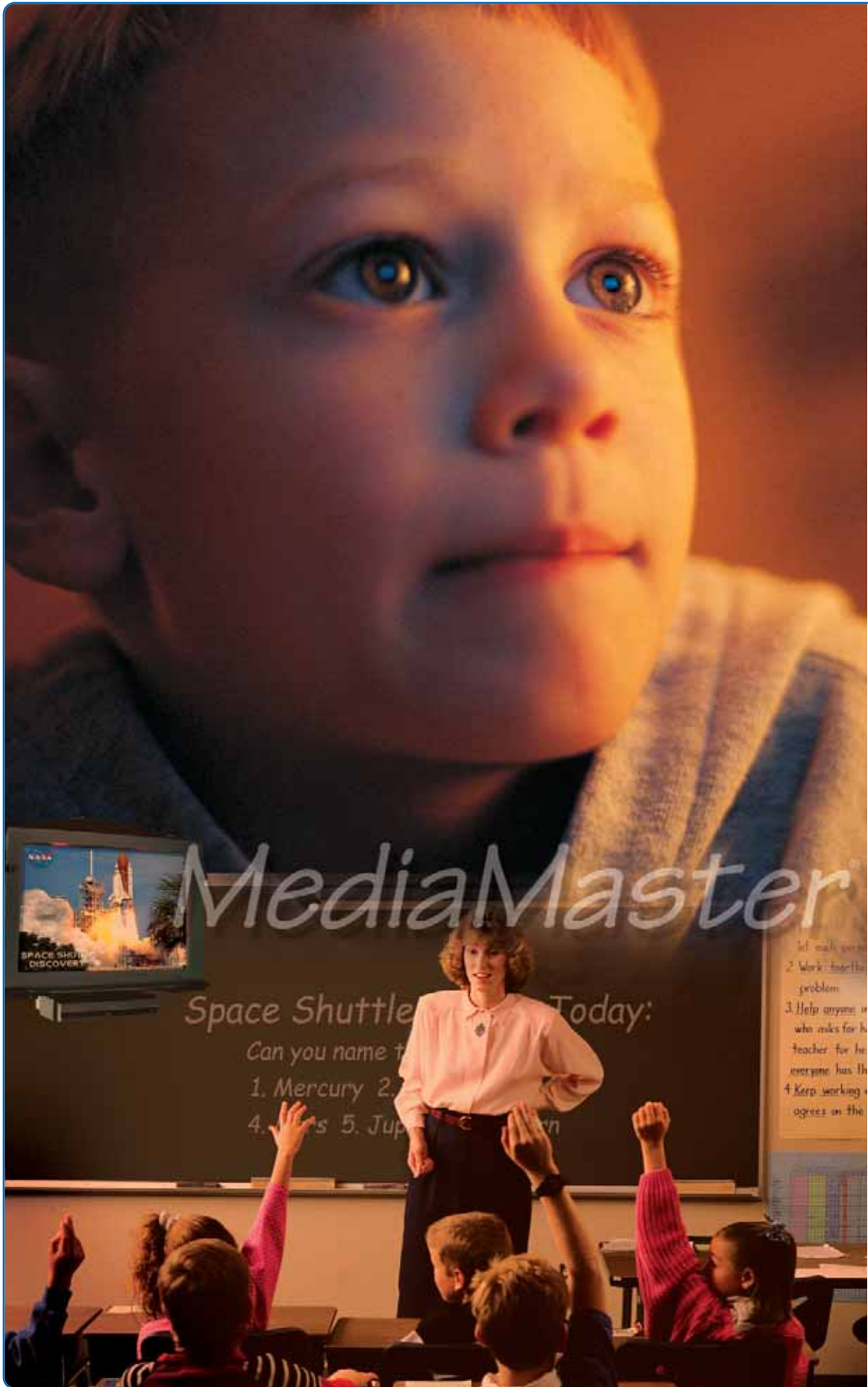


# MediaMaster<sup>®</sup>

ETR... EDUCATIONAL TECHNOLOGY RESOURCES, INC.

**MEDIA DELIVERY & MANAGEMENT**

**ENGINEERED SYSTEMS**  
**BOGEN<sup>®</sup>**



# MediaMaster



Space Shuttle Today:

Can you name the planets?

1. Mercury
2. Venus
3. Earth
4. Mars
5. Jupiter
6. Saturn
7. Uranus
8. Neptune

- 1. Let each person...
- 2. Work together...
- 3. Help anyone...
- 4. Keep working...



Open **Classroom** Walls

And Children's **Minds**

With **MediaMaster**<sup>®</sup>



A classroom is a gateway to the future. The right teaching tools, in the hands of dedicated teachers, can stimulate a love of learning that will last a lifetime.

MediaMaster<sup>®</sup> gives teachers and students throughout your school or district an easy way to access an almost limitless library of learning materials.

This network-based media control system distributes programming to individual classrooms from a central location. It is designed to manage a wide range of media equipment including VCR's, LDP's, Digital Video Servers (DVS), DirectTV<sup>®</sup>, cable television, recorded audio, the Internet, and much more.

MediaMaster is a valuable teaching tool at all grade levels, from kindergarten through high school. In elementary school classrooms – where teachers are especially challenged to make learning more exciting, interactive and fun – MediaMaster affordably delivers a wide range of content.

In effect, MediaMaster opens the walls of your classroom... *and invites the world in!*





## *Improve the Quality of Teaching.... and Learning*

Outside the classroom, children's senses are constantly being stimulated. They watch television, play video games, and "surf" the internet from home computers. Technology is a part of their lives... and increasingly, part of their educational process.

With MediaMaster, teachers can utilize technology to enhance teaching and learning. MediaMaster delivers pre-recorded informative material to the classroom, enhancing lesson plans and students' interest in the material. With MediaMaster, subjects that are normally difficult for students to understand – such as abstract ideas in mathematics and science – become easier to grasp through physical, real-world images they can relate to.

Resource material is delivered from the media center to the classroom, where the teacher uses a computer to access and control the displayed content. The remote control sends an infrared signal (pause, stop, rewind, fast forward, etc.) to the computer and sends an IP packet control message to the equipment in the media center. The response is instantaneous, as if the equipment were right there in the classroom.

Using MediaMaster, teachers can jump to a bookmarked file or fast forward through parts of the pre-recorded material that are not relevant to the lesson; rewind parts that need to be emphasized or reviewed; pause at any time for questions, discussion, or individual responses; or stop temporarily if students are not grasping the information that is being presented. In addition, while the material is running on the monitor, teachers can observe students for individual comprehension of the lesson.

Here are a few examples of how MediaMaster can be used in the classroom<sup>\*</sup> :

- **Mathematics:** While explaining addition and subtraction to young students, the teacher can incorporate pre-recorded educational materials which exemplify the addition and subtraction of physical objects (such as apples) while the teacher writes the mathematical problems on the board, pausing the video while students work on the answers.



- **English:** In a lesson where students are reading a Shakespearean play, the teacher can supplement students' reading comprehension by showing a videotaped performance of the play, pausing at various times for discussion with the class.
- **Science:** While discussing space exploration, the teacher can incorporate actual news coverage of Neil Armstrong and Buzz Aldrin's historic lunar landing.
- **History:** In a lesson on the first Thanksgiving, the teacher can incorporate a video tour of the Plymouth, Massachusetts area including historic sites that can be visited today, such as Plymouth Rock and the reproduction of *The Mayflower*.
- **Social Studies:** To explain the three branches of the U.S. Government, the teacher can incorporate video interviews of U.S. Presidents, Supreme Court Justices, and elected officials explaining the different government functions.



“With *MediaMaster*<sup>®</sup>  
You can Control the Content.”

\*Examples are for illustrative purposes only. Actual media resources will depend on your media center's resources.



## *Save Money with MediaMaster*

An initial investment in MediaMaster saves money over the long term. MediaMaster uses TCP/IP, the standard Internet protocol that permits computers to send and receive information. That means there is no need to install proprietary wiring for MediaMaster. The system will integrate smoothly with your existing Local Area Network (LAN) or Wide Area Network (WAN) cabling infrastructure using Ethernet.

Here are some other ways that MediaMaster saves money:

- Because the system is easy to operate, it requires little post-installation support and maintenance.
- MediaMaster can be customized to meet the needs (and budget) of your school or district ... now and in the future. A modular design makes it easy to add or modify equipment as your needs grow and change.
- MediaMaster extends the life of your DVDs and other equipment by preventing over-use of the same devices. The system is programmed to “hunt” for the least-used devices (for example, DVD 2 instead of DVD 1) when distributing programs.
- Because programs are distributed from a central location, your school or district can purchase fewer copies of DVDs and other media content ... which are costly to acquire and replace.

## *A Safe, Secure Way to Manage Your Assets*

Your equipment and media are valuable investments. By eliminating the need to move them from room to room, MediaMaster protects against their theft, loss and damage. In addition, the system also assists in copyright protection by assuring that content is used in compliance with the law.

Installing MediaMaster also contributes to a safer school environment. There's no need to move heavy A/V carts... so you'll prevent injuries that could result from falling equipment.





## ***Deliver Information When & Where it is Needed***

Learning materials are readily available when teachers request them with MediaMaster. That means librarians and media specialists can focus on meeting teachers' needs... instead of keeping track of resources or searching for lost materials.

For teachers, MediaMaster opens a world of possibilities. The system provides access to media library databases in a variety of formats (including Marc Records and ASCII) so teachers can browse other libraries in the school district, or even external libraries over the Internet.

Best of all, students benefit when teachers and media specialists have better access to a wealth of information.

## ***Communicate without Interrupting Classroom Activities***

MediaMaster provides an easy way to communicate with individual classrooms, groups of classrooms, or the entire school... without adding to noise levels or distracting teachers and students. The system can be programmed to distribute text messages (for example, announcing a special program in the auditorium). These messages are clearly displayed via Network-controlled Projectors, Plasma TVs, and LCD displays.

***“You’re Just Two Clicks Away.”***



## Two Clicks and You're There!

From a teacher's perspective, MediaMaster is one of the simplest software-based products available today. You're just two clicks away from scheduling a program or choosing a function. A common-sense GUI (Graphical User Interface) makes it easy to use the system... with clear, detailed illustrations displayed on your computer monitor.

It works like this:

- Click on the Media Scheduler to see whether curriculum material is available. Then select the date and time you desire... and click on the "Schedule It" icon to reserve the material for instruction.
- Click on the Media Controller to access the source of the material you scheduled. Then click on the source (e.g., DVD, digital media files, Internet, or Web TV®), and it will be displayed with the appropriate controls... just as if the hardware were in your classroom. It's easier than using your DVD at home!



### Media Scheduler

The easy-to-use Media Scheduler screen allows teachers the ability to browse through all available material, check availability, and schedule the material for classroom delivery.



### Media Controller

The Media Controller screen shows virtual device photos of actual devices in the media center. Selecting the appropriate, available device is just a click away.





## *Technology that Delivers!*

With MediaMaster in your school or district, teachers and media specialists can work together to select and deliver the right content to the classroom... at the most convenient time. Teachers use the system to browse digital content and media libraries, then choose to play a digital file with just a mouse-click, or request specific learning materials. Media specialists retrieve and schedule the requested materials, which are delivered to individual classrooms from the media library.

MediaMaster is designed for ease of use. Your technology coordinator, media specialist or librarian can create custom menus tailored to your school's needs by selecting icons and assigning them to the TV channels of your choice. In addition, MediaMaster's intuitive GUI makes users feel comfortable with the system whether or not they know how it works.

MediaMaster consists of a central head-end component with media center components and browser-based software.

Key components include the following:

- **The MediaMaster Server** – the “*mission control center*” of the system – manages a wide range of functions, media and equipment. These include library database software, video paging and master clock synchronization... as well as remote servers, which connect to Ethernet drops, phone lines, modems and Internet access points.
- **Media Control Module**, which controls up to eight infrared (IR) devices such as VCRs, laser discs, DVDs and cable TV converters.
- **Classroom components**, the classroom computer, Media Scheduler, and Media Controller browser-based software. (No client software is required.)
- **Media center components**, including centralized video content devices and an IPTV or MATV video distribution system for transporting the content to the classroom.

*“So Simple  
To Use.”*



## *Technology You Can Trust, from Industry Leaders*

MediaMaster is the result of a partnership between two industry leaders: Bogen Communications, Inc. and Educational Technology Resources (ETR). We have applied our combined experience with the education community to create a high-quality, easy-to-use system that addresses the needs of students, teachers and administrators for tools that make learning more compelling. It's as simple as plug ... click ... learn!

*Please contact your authorized MediaMaster dealer for more information, or call 1-800-999-2809.*









# MediaMaster®

*ETR... EDUCATIONAL TECHNOLOGY RESOURCES, INC.*

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