



WHEN PURCHASING AN INTERACTIVE SCREEN

A BUYING GUIDE

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K2 audiovisual



Want to always make the right buying decision?

12 YEARS OF MISTAKES IN A 7 POINT CHECKLIST - NEVER MAKE A WRONG DECISION

The purpose of this document is to pass on 12 years of our knowledge as an interactive screen provider. **We were providing interactive screens to classrooms before many of today's brands existed.**

We've seen

- All the mistakes (and there's been many).
- The fancy sales lingo to hook you.
- The features that are ACTUALLY important.
- The oversights by stakeholders that creates a mismatch between product & school's needs.

If you read this guide, we promise you'll be more informed than 95% of decision makers. And we promise you'll make the right decision when investing a sizeable chunk of your budget.

And most of all - **you'll filter through the abundance of misleading, confusing, and unhelpful information.** Saving you a tonne of headaches and time. Because time is everything.

In the next few pages you'll find:

1. All screens are really the same,
2. Size matters most - how to calculate it,
3. Checking reputability of the brand,
4. The ONLY 4 add-ons that are useful, and,
5. Warranty, what'll catch you out.

ENTIRE CHECKLIST OF ITEMS IN SUMMARY


Before purchasing an interactive screen, aside from questions for your contractor, consider the following:

- "What grade is your panel?"**
Every screen brand uses virtually the same panel manufacturers. The difference is in the grading of the panel - A+ all the way to C. The higher the grade, the less the defects, and longer the life of the screen.
- "What size do I need?"**
Getting the sizing right is the foundation to everything else. Calculate the size by distance the furthest viewer will be seated from display $\div 6 =$ height of your screen
- "How long has company been in business?"**
How many units sold globally?
Is there local representation?
Is the screen designed for education only?"
Understanding the reputability, reliability, and support of the brand will ensure you've protected yourself.
- "Do I really need this feature? Is it a novelty?"**
A salesperson's mental judo is to inundate you with seemingly great, but mostly, useless features. The main 4 features we've seen used are in-built OS, 1-touch white boarding, wireless screen sharing & screen lock.
- "Is it on-site or back-to-base warranty? Does it include hot swap?"**
Understanding the number of years of warranty is important, what may be more important is the warranty being back to base - meaning you have to remove the screen, ship it to the manufacturer and wait.
- "What software is included? How many licenses & database access do I get?"**
Software goes hand in hand with unleashing the true potential of your screen. Include it in your assessment.



Buying Guide
OVERVIEW

ALL SCREENS ARE REALLY **THE SAME**



In summary - ignore all the fluff and the fancy terms designed to lure you away from the key metric - the quality of the panel. Ask "what grade is the panel" If they don't know, you now know.

Even though there are an endless number of interactive screen brands, the panels they all use are typically either a Samsung, or LG. And the panel is the most expensive component of the screen assembly. The difference lies in the quality of the panel. **And here's a rarely advertised secret - each panel is graded between A+ and C based on quality (panel grading).**

The higher the rating, the less allowances for defects, the stricter the acceptance criteria during quality assurance, and less likely issues will manifest.

"Clarifying the grade of panel that you're about to buy is the most important criteria for longevity of your investment."

And what you'll quickly ascertain are which vendors care to know the details, and immediately rule out brands/vendors that are poor quality.

WITH SCREENS, SIZE REALLY DOES MATTER



In summary - in a classroom 58% of students can't read content on a 70" display*. Ensure sizing is right, and calculated as 6 x height of image = distance to furthest viewer.

It is surprising that, more often than not, classrooms we walk into have an inappropriately sized display.

If the display size is not big enough for all attendees to view the content, the rest is of secondary importance. Based on research conducted by Radius Global Market -

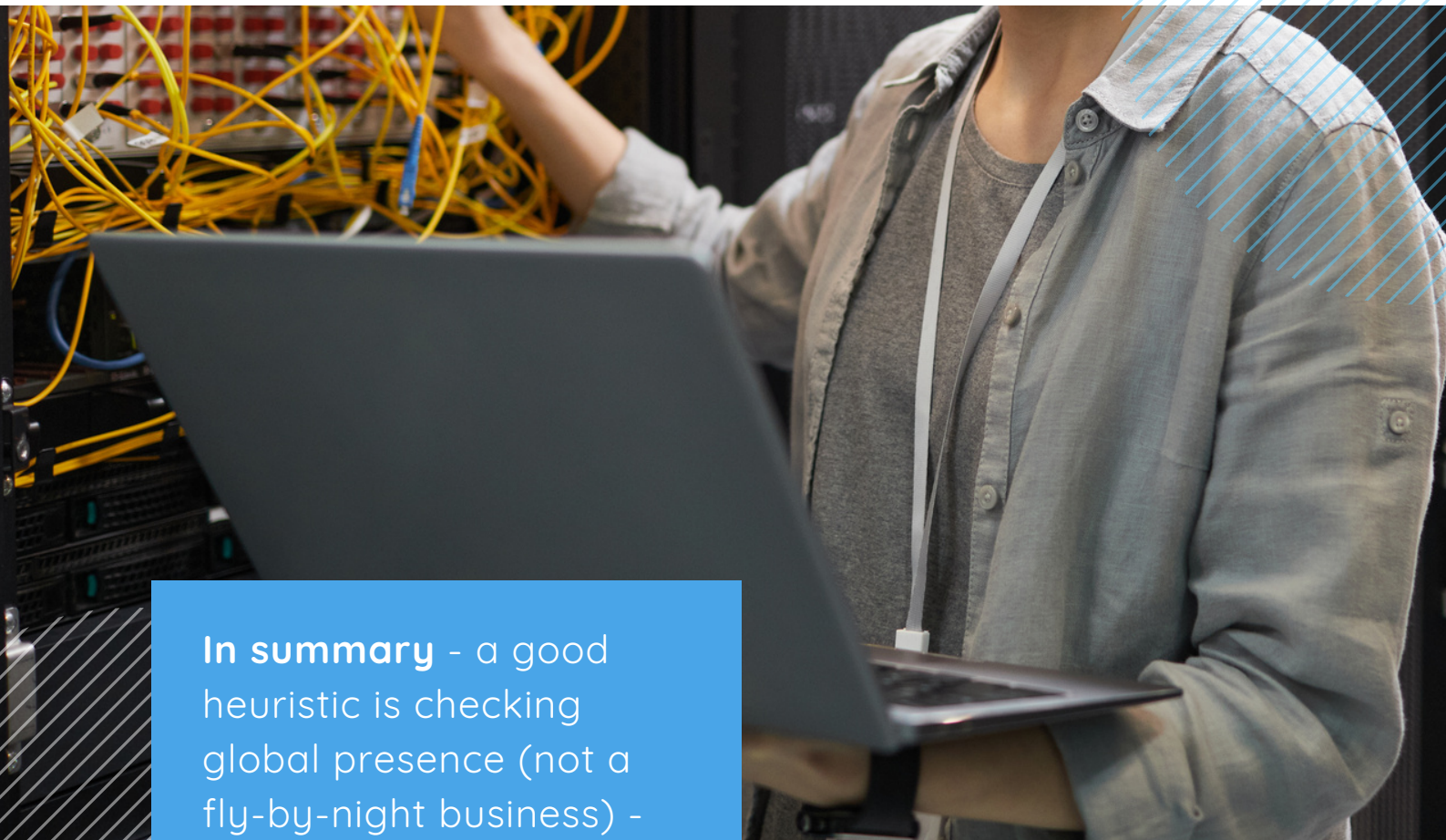
only 58% of students in a standard classroom are able to view the content on a 70" screen. And in other cases, a display that is far too big for the space has been installed - here's a VERY simple calculation to determine the size required:

6 x image height equals the distance to furthest viewer (the student seated furthest from the display).

*5.2m for a 70" screen,
5.6m for a 75" screen,
6.0m for a 80" screen, and,
6.5m for an 86" screen.*

*Radius Research

HOW TO DETERMINE BRAND REPUTABILITY



In summary - a good heuristic is checking global presence (not a fly-by-night business) - ask "where else does this brand supply?" And local representation for faults, spare part & support.


This is one area where smoke and mirrors have been effectively used to manipulate schools out of thousands. It may seem difficult - however it is entirely the opposite - for ANYONE to place an overseas order and ship a container of "their own brand" of interactive screen. Accompanied by a flashy website, local testimonials, and plethora of

features. A vendor can now position this "reputable" brand as a suitable option for your school. Be wary as **many of these OEM brands disappeared during the pandemic**. Leaving schools in the lurch.

"It is imperative to check the brand's history - how long they've been in business, units they've supplied elsewhere in the world, AND are they EDU focused? A brand that does everything, does nothing well."

Global = dedicated to innovation & reliable.
Local = no downtime, as you have support.

THE ONLY 4 FEATURES THAT ARE USED



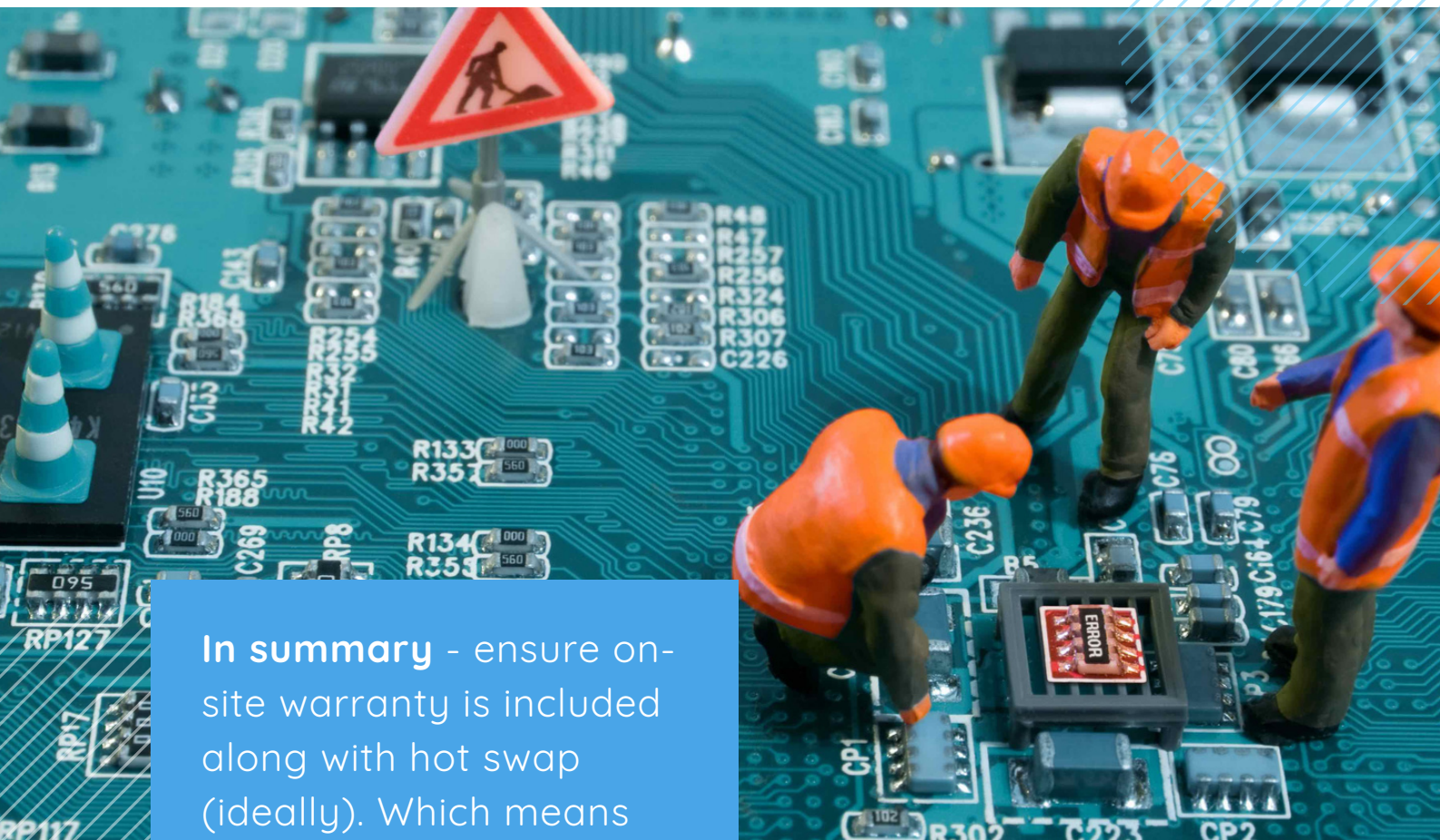
In summary - virtually all of the fancy features, functionalities, and add-ons that are advertised are rarely ever used. So a strong filter of "why is this important?" can ease decision fatigue.

Each brand of screen comes with its own array of functionality, add-ons, and features which are designed to persuade you. This is a moment to separate the novelty from the "Why would this be useful?" This is a blanket statement for the majority of schools, as some do have specialist needs. But we've rarely seen any

features that are commonly used aside from the following:

- 1. In-built operating system** (such as Android, Windows, etc.) - this allows the interactive screen to function stand-alone without a laptop needing to be plugged in,
- 2. A one-touch whiteboarding function** - this facilitates quick use to turn on and start writing, Many times this is everything
- 3. Wireless screen sharing** - AirPlay, casting, and sharing content without needing to plug in a cable saves inordinate amounts of time, and,
- 4. Security** - an unlocked screen is a gold mine for nefarious activity. Pin lock or other modality to lock screen is critical.

WARRANTY, THERE'S KEY DIFFERENCES




In summary - ensure on-site warranty is included along with hot swap (ideally). Which means faults will be dealt with on-site and replacement screen provided. So zero downtime EVER.

One of the most overlooked, and at times misleading, aspects of a screen purchase is warranty. Because for most, a screen warranty is the same regardless of one brand to another. And technical jargon such as "back to base", and "on site" mean very little. HOWEVER can make a huge difference. The number of years listed as your product

warranty means that is the time period the manufacturer will repair, fix, or swap the screen without a charge involved. Swapping for an equivalent is termed "hot swap."

However here's the key difference - "back to base" warranty means it is your responsibility to take the screen down, ship it at your own cost back to the manufacturer, and wait for it to be fixed and returned. On-site, however, as it sounds, includes someone coming to you to fix it. Zero cost.

CHOOSE YOUR CONTRACTOR CAREFULLY



In summary - the product is essentially half of the entire service. Who you engage as the local contractor to supply, install, support, and/or service is equally as important. Maybe more.

A great contractor can help get more out of a worse solution than the opposite. It is no different to any other hardware purchase - there is a continuum from working with someone who will just ship it to you, to coming in installing it with no further support, to a provider who does all of the above while developing a relationship to ensure you get value out of your investment.

It is important to understand what contractor is right for you, here's some criteria to consider:

1. Does the company have the skills, experience, and accreditations to do the installation you need?
2. Do you want someone local you can call for help? Or catch up with,
3. Do you want someone who provides training?
4. Do you want someone who has an in-house service/repair team that can fix faults with no downtime?
5. Do they need to be likeable?

MULTI-TOUCH, SOFTWARE & RESOURCES



In summary - software unleashes the true potential of your screen, Eliminating the need to create lessons from scratch. Ask "for this type of work can software make it easier?"

It is important to clarify one of the biggest selling points of screens - "simultaneous touch points." After a certain number - the total number of simultaneous touch points is redundant. We've rarely seen more than two people working at once with two fingers - meaning anything above a 4-point touch is usually just novelty.

Software, however is an ignored part of the purchasing conversation - some screens come with built-in software and databases of pre-created lessons. Which make it as easy as downloading the type of lesson you're working on and voila. Also certain schools use softwares for teaching, and if a screen isn't able to seamlessly integrate the use of that software - that can result in great frustration. In saying that, most screens shouldn't stand in the way of any software you require - it is advised you test before you invest.

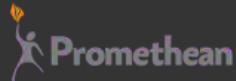


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