



## **Video Furnace Helps New York School District Broadcast Speech by President Bush Live to 1,500 School Computers**

### **The Customer**

The Canandaigua City School District, in Canandaigua, N.Y., comprises three public schools – a high school, middle school and primary elementary school. Located in Upstate New York, the district includes 4,200 students and 700 faculty and staff in three separate buildings in different parts of town. A high-speed data network connects the district's 1,500-plus desktop computers.

### **The Need**

On March 14, 2006, President Bush was to deliver a speech about the new Medicare Prescription Drug Benefit Program at the district's high school, the Canandaigua Academy. The half-hour presentation would take place in a town-hall format in the school's gymnasium, which would be packed with about 850 people. The speech was going to be broadcast live on local television.

The three schools had limited cable television access, so it would be nearly impossible for all students, faculty and staff to watch the president via the local television station broadcast.

"It's not every day that President Bush visits your high school," said Kevin McNamara, director of technology, Canandaigua City School District. "We have more than 1,500 desktops throughout the district all connected via our network, so we wanted to find a way to let everyone watch his speech on their computers."

The technology staff also wanted to make the presentation available around the clock, so those who would miss the broadcast could watch it later.

Unfortunately, they did not have a video-over-IP solution that would meet all these needs.

### **The Solution**

The Canandaigua City School District contacted Video Furnace, whose video-over-IP solution delivers live broadcast and on-demand TV-quality video to any network-connected viewing device, such as desktop and notebook computers.

Video Furnace sent a fully loaded server to the district technology staff, and with a minimal amount of work to the multicast portion of the network, the system was operational, completely configured to broadcast this once-in-a-lifetime event to every computer on the school district's network.

"It was simple for us to set up and it was easy for the students and staff to use," said Dan Bowman, telecommunications network analyst, Canandaigua City School District. "Video Furnace offered on-site assistance with the set-up, but we were able to set it up ourselves. Their tech support was great; with just a couple of phone calls, we were up and running."

Prior to the big day, the district e-mailed students, faculty and staff to let them know they would be able to view the speech on their computers simply by clicking on a "Watch TV" icon on their systems.

The district ended up broadcasting the speech on two channels, one showing the local TV station feed, and the other carrying the White House feed. Administrators at the school district hadn't known they would be able to broadcast the White House feed until after they had sent out the e-mail notification, so during the speech, they utilized the Video Furnace real time messaging system to run a message across the bottom of the viewing screen that informed users about the second viewing channel.

"The message letting everyone know about the White House feed was a breeze to set up," said McNamara.

The Video Furnace system also allowed the district to record the speech and make it available to view for about a week afterward, so people who were unable to watch it live could still see it.

### **The Results**

"People in the district were thankful that they had the opportunity to watch President Bush live while he was here," McNamara said. "It all worked out extremely well. Video Furnace couldn't have been easier to work with, and the Video Furnace system couldn't have been easier to set up and use. We are enormously pleased with the entire experience."