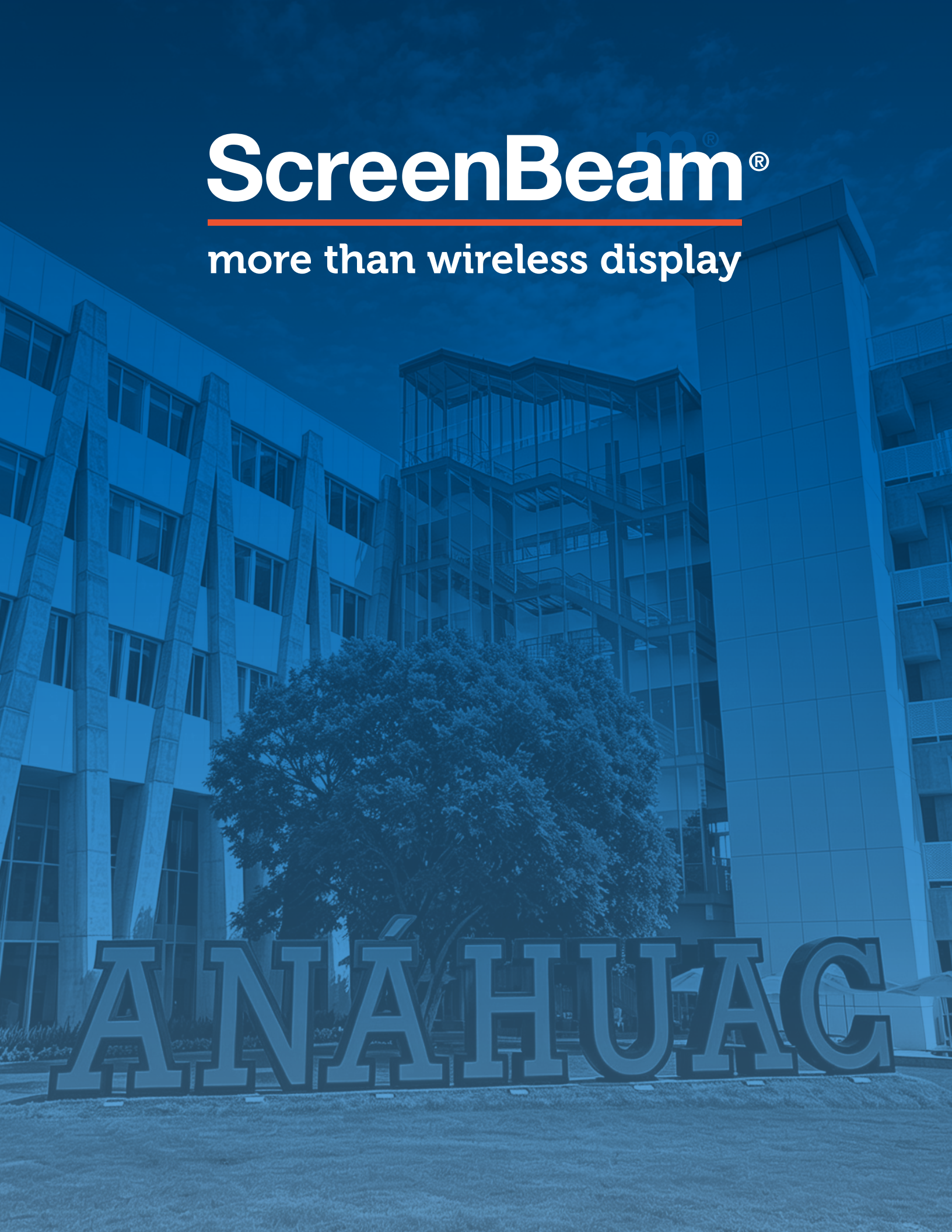




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ANÁHUAC

Universidad Anáhuac Puebla

Creating a Zero-wire Culture with ScreenBeam Wireless Receivers

By Andy McDonough

Over the past decade, Universidad Anáhuac in Puebla, Mexico has followed a vision that has deeply transformed the school's technology ecosystem. With purposely designed and equipped learning spaces supported by a smartly integrated data infrastructure, Universidad Anáhuac Puebla has created an ideal setting for higher education energized by forward-looking AI and research collaborations.

For Universidad Anáhuac's students, this concentration of expertise and dedicated technology-enabled spaces has created an unparalleled environment for personal discovery and immersive in-person learning experiences, as well as growing opportunities for hybrid and remote learning. Key to creating and maintaining this modern environment has been the University's reliance on ScreenBeam's 1100 Plus wireless receivers.



"Our learning spaces are completely wireless and easy to use," notes Miguel Vázquez Pérez, IT services specialist with over 10 years of experience in evolving and strengthening technology platforms. Pérez was instrumental in the creation of 21 new classrooms, four computer labs, and two unique 360° classrooms at Universidad Anáhuac. "With the ScreenBeam 1100 Plus, users can quickly connect and present with almost any device," he says. "This allows educators and lecturers more mobility in the classroom. Plus, integrating ScreenBeam devices has helped to boost the growth of our distance learning programs." Most importantly, he says that ScreenBeam wireless receivers have allowed the campus to adopt a "zero-wire culture".



Transformative Classroom Technology

Since opening its doors to students in 2003, Universidad Anáhuac in Puebla has grown into a major academic hub for business, engineering, medicine, and tourism, renowned throughout the region and globally for the exemplary success rate of its graduates. It is also part of the broader Universidad Anáhuac Network, a prestigious private Catholic university system widely recognized for producing top business leaders and politicians. The institution embodies an ethic that combines high academic standards with ethical, human, and social values inspired by Christian humanism. In addition to 10 university locations in Mexico, the network features international campuses and partnerships across the United States, Spain, Italy, Chile, and France.

In recent years, Universidad Anáhuac Puebla has transitioned into a highly connected, tech-forward institution with a broad and evolving curriculum that integrates core engineering, digital business strategy, and applied innovation focusing on artificial intelligence, data analytics, and software development. However, what sets this institution apart is that it offers students more opportunities for innovation and cross-disciplinary, non-traditional engineering aimed at finding creative solutions to real-world industry problems, renewable energy, and tech development. Beyond core technology studies, more visually oriented students at Anáhuac Puebla can follow an educational track with courses in multimedia and digital design that bridge art and technology. These innovative programs provide students invaluable experience with interactive platforms, digital animation, and transmedia production (the process of telling a single, large story across multiple media platforms).

In response to a rapidly evolving, real-world-focused curriculum, as well as growing in-person and remote student registration, Anáhuac Puebla leadership has worked to transform the Puebla campus with a forward-looking technical infrastructure that included the installation of a campus-wide optical network, and the commissioning of a new building specifically designed to support the technology needed for state-of-the-art learning and collaboration spaces.

The University's new Edificio 5, or Edificio Liderazgo Anáhuac (Anáhuac Leadership Building), was designed by renowned architect Bernardo Gómez Pimienta. Pimienta, director of the School of Architecture at the Universidad Anáhuac del Norte, created a building design to prioritize sustainability, employing energy-efficient features like a ventilated façade, rainwater harvesting, and maximized natural light. The completed project provided 80 new offices for professors and administrators, as well as common areas designed specifically for socializing and group projects. Most importantly, it effectively increased the campus's classroom capacity by 80%, allowing over 1,600 students to attend classes simultaneously. The exemplary project garnered the Gold Medal in the Education category at the XV Biental de Arquitectura Yucateca 2023 architecture competition.

Perhaps Edificio Liderazgo's most remarkable feature is how the building has incorporated the technology of Anáhuac's modern digital infrastructure into offices, exhibition spaces, and non-traditional learning spaces. Together, these integrations frame unique settings where educators can leverage the technology and automation in state-of-the-art classrooms, like the University's 360° classrooms (the only ones of their kind in Latin America) and hybrid learning "smart rooms" that are equipped with large interactive displays and wireless connectivity for immersive audiovisual and collaborative learning.

360° and Smart Learning Spaces

A standout example of technology-fueled education, Universidad Anáhuac's Aula 360 (or 360° Classroom) is an ultra-modern, hybrid learning space designed to eliminate technological fatigue while providing an engaging 360° environment for both in-person and remote students. The primary Aula 360 with a 60-seat capacity housed in Edificio Liderazgo is equipped with ScreenBeam 1100 Plus rock-solid wireless receivers; a Shure Microflex Audio Ecosystem with ceiling-mounted microphones and noise-cancellation processing to track speakers to cancel out background noise; and a complete video screen surround environment

with cameras placed to seamlessly connect in-person students with remote participants. This advanced classroom design allows presenters like Pérez and other educators to teach seamlessly without technical roadblocks to impede communication. In addition, multi-device connectivity via ScreenBeam wireless receivers fully interoperates with virtual collaboration platforms, allowing for frictionless hybrid classes. Faculty only need to turn on the lights, and the room's automated, wire-free systems take care of the rest, allowing educators to maintain full focus on teaching.



While the operation of 360° and smart learning spaces has been made simple for users, arriving at a dependable automated environment of top-tier AV equipment does not happen by accident. To guarantee a seamless experience for Anáhuac's users, Pérez and his team have established an in-house testing lab leveraging his experience in developing and monitoring AVoIP projects, including integrating a range of AV technologies. The space is dedicated entirely to testing with and updating ScreenBeam equipment, integrating various Dante audio devices (AVoIP), NDI cameras (supporting up to 8 simultaneous camera feeds), and USB peripherals for university classrooms.

With its robust design and flexibility, the decision to deploy ScreenBeam's 1100 Plus wireless receivers into the University's smart learning spaces was an easy one for Pérez and the IT department at Anáhuac Puebla. "What we had seen with other wireless solutions was unstable

wireless transmission and unpredictable issues when trying to integrate with various devices (cameras, microphones, interactive whiteboards) used during the teaching/learning process," recalls Pérez. "Plus, other solutions offered little in the way of management and maintenance of the equipment once it was installed." In comparison, ScreenBeam 1100 Plus offered easy and reliable connectivity, plus Pérez was impressed with the price considerations for the education market. "We not only got a good price on the 1100 Plus units," he said, "but we were able to easily implement the included ScreenBeam CMS Enterprise application to remotely configure, monitor, and update ScreenBeam devices across our network. I was also confident in the full support we would get from ScreenBeam for updates, announcements, and other issues."

About ScreenBeam 1100 Plus

ScreenBeam wireless receivers often represent the easiest choice for educational settings because their wireless connectivity is simple and their operation is reliable. In particular, ScreenBeam 1100 Plus wireless receivers have had unprecedented success in demanding educational settings like Universidad Anáhuac where the support team has installed the devices in meeting rooms, main auditorium, lecture halls (executive auditoriums with a capacity of up to 70 people), hybrid classrooms, and, of course, the university's 360° classroom. "This classroom is the only learning space of its

kind in Mexico and Latin America that simulates an immersive space," notes Pérez. "PTZ cameras, Shure microphones, audio via Dante, and personal devices are all integrated with a ScreenBeam 1100 Plus for master classes, TEDx talks, and hybrid classes."



By leveraging the three most popular native display protocols (Miracast, AirPlay, and Google Cast), ScreenBeam devices, like the company's 1100 Plus, allow users to quickly connect and share content using any device without installing proprietary apps or using dongles. With ScreenBeam connectivity, educators at Universidad Anáhuac can quickly connect any personal device to any components available in the classroom and are not "tied" to a lectern at the front of the classroom. While everyone benefits from hassle-free connectivity, students additionally benefit by being empowered to share their screens with the class and study partners to collaborate with unparalleled ease.

Past the benefits of simple connectivity and freedom from cumbersome wired-connections, the low-latency and resulting natural experience with ScreenBeam's advanced wireless display technology make the 1100 Plus a favorite of technology designers who value the user experience, reliable operation, and flexibility of network setup. Additionally, the efficient design of the 1100 Plus makes it an ideal fit for connectivity through the University's campus-wide Laserway Optical Network (also known as PONLAN) that dramatically increases data capacity while reducing energy consumption. PONLAN is a high-speed, passive optical fiber infrastructure that provides smart, hyper-connected, and energy-efficient services for students and faculty by leveraging compact passive optical splitters instead of traditional energy-hungry network switches. This allows for increased performance in the classroom while meeting the University's sustainable design goals by cutting down on machine rooms and overall power consumption across the campus. According to Pérez, the efficient and reliable performance of the ScreenBeam receivers coupled with the University's high-performance network connections has played an important role in boosting the growth of distance learning in the university's postgraduate model.

Tools for Education

Another reason Pérez and the support team of Anáhuac University Puebla have come to appreciate ScreenBeam devices is that they are simple to install with straight-forward connectivity to any network via wired Ethernet or through their own wireless access points. That flexibility is useful for creating powerful network configurations like dual-network setups where needed with ScreenBeam's Central Management System (CMS). An important time-saving consideration for institutions like Anáhuac University Puebla with multiple campus buildings and expanding enrollment, ScreenBeam's full-featured CMS allows for

centralized device management of up to 5,000 devices and is included with the purchase of ScreenBeam wireless receivers. "ScreenBeam's CMS helps us in managing updates, changing the institutional wallpaper, and scheduling preventive maintenance for ScreenBeam devices, as well as remotely addressing device issues without the need to engage on-site personnel."

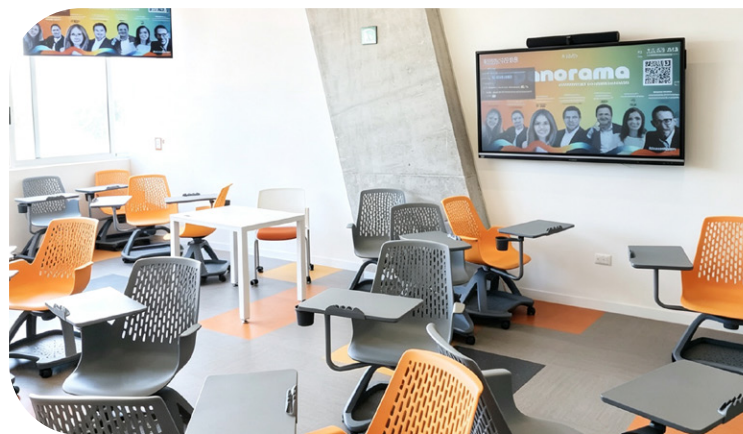


In addition to full-featured network management software, the 1100 Plus purchase provides Universidad Anáhuac users with a set of impressive classroom and administrative tools like ScreenBeam's Conference application. A versatile application that supports meetings and remote presentations, it works seamlessly across a variety of popular UC (Unified Communication) platforms, including Zoom, Cisco, and Teams. "Conference has been a key tool that propelled our campus toward becoming a cable-free university," says Pérez. "Users no longer need to bring their own HDMI cables—they simply need to launch the ScreenBeam Conference app. It reduces the failure rate, saves time on rewiring, and provides flexibility for professors."

ScreenBeam's widely used Whiteboard for Education application is used in all Universidad Anáhuac classrooms equipped with smartboards. "The Whiteboard app provides full control over lesson delivery," says Pérez, "whether through presentations, videos, or multimedia content. Another useful application, Message Manager, keeps school administration in touch using ScreenBeam devices to deliver messages directly to any classroom."

In addition to full-featured network management software, ScreenBeam 1100 Plus provides Universidad Anáhuac users with a powerful suite of classroom and administrative applications. Beyond ScreenBeam Conference and Whiteboard for Education, the ScreenBeam 1100 Plus Bundle includes a three-year license to ScreenBeam Administrative Tools, a premium software suite that includes Signage+, Message Manager, and Alert+. These applications enable schools to deliver digital signage, broadcast campus-wide messages, and send emergency notifications to connected displays, helping create more engaging, connected, and secure learning environments. The inclusion of these premium tools as part of the 1100 Plus Bundle delivers immediate value while simplifying deployment and management for IT teams.

ScreenBeam continues to expand their tool set to better support teaching and collaboration in the classroom with support applications that integrate with free AI tools like MicroSoft Copilot, allowing educators to use AI to draft tests, automate repetitive tasks, and develop engaging graphics—even collaborate in real time with AI support.



User Reaction

Having used ScreenBeam's 1100 Plus wireless receivers since 2023, Pérez and the University Staff have had ample opportunity to observe users to gauge their reaction to the product in the Universidad Anáhuac's most progressive and demanding environments. "Many users are surprised to learn how easy it is to use," he says. "Whether it's via Miracast, Airplay or web, users can share content quickly and without interruptions." He adds that the University is very satisfied with the build quality and features of the 1100 Plus, as well as its reliable operation. "ScreenBeam's 1100 Plus stands out for its many advantages over the competition in BYOD [Bring Your Own Device] systems."

From an administrative perspective, both Pérez and the support team at Universidad Anáhuac Puebla appreciate that with ScreenBeam technology their users have greater autonomy in all of the school's spaces. "It's proven that our users have greater autonomy since it is enough to simply turn on the display and start projecting without needing to make a request for technical help with the connection process," he says. "That's better for everyone."

About Miguel Vázquez Pérez

As an IT services specialist with over 10 years of experience in the field of information technology and project development, Pérez has collaborated with private organizations in the state of Puebla helping to evolve and strengthen their technology platforms, and has also worked independently as an IT consultant, providing support and consulting services to clients in various states across Mexico.

Pérez specializes in computer hardware, management, monitoring, and Level 3 troubleshooting for operating systems such as Microsoft Windows and macOS, as well as in the development and monitoring of AVoIP projects, with experience

integrating a range of AV technologies. His career includes the modernization of classrooms, meeting spaces, and auditoriums, as well as active participation in the development of the Anáhuac Leadership Building project, where he was involved in the creation of 21 classrooms, 4 computer labs, and 2 360-degree classrooms—the only ones of their kind in Latin America. Additionally, he holds Dante Level 1 and 2 certifications, along with Kramer certifications in AV technology, AVoIP, audio, and cabling.

