



Krum High School broadcast their 2012 graduation to viewers worldwide.

CUSTOMER

Krum Independent
School District

INDUSTRY

K12 Education

LOCATION

Krum, Texas

SIZE

5 Schools serving
1,800 students

CUSTOMER

When Krum Independent School District, a small district in Krum, Texas started looking for a digital content management and video streaming solution, they didn't want to spend a lot of money on new hardware. MediaCAST's Cloud Hosted Edition met their needs perfectly. By selecting MediaCAST's Cloud Hosted Edition, Krum is now able to centralize storage of all district and publisher multi-format content without purchasing a single piece of hardware.

Because Krum's digital content platform is hosted off-site, in the cloud, their IT staff receives all the power and control of a locally installed system, without the cost or time required to support local servers.

Along with the cloud version of MediaCAST, Krum ISD purchased an OnLocation Cart so they can record and stream live events. Krum's Director of Technology, Mark Sprague, was particularly excited about the new OnLocation Cart, which can be used to record and broadcast live events. Through MediaCAST's URL builder tool, staff, students and the community alike are able to watch specific live and on-demand videos without needing to login to the system. This feature came in handy sooner than they expected.

RECORDING AND BROADCASTING

Krum High School's graduation occurred just days after the implementation of the MediaCAST system and delivery of the OnLocation Cart to Krum ISD. While a small break had been scheduled before official training, Sprague took it upon himself to try out the new OnLocation Cart to broadcast and record this year's graduation ceremony over the internet.

Sprague's attempt was a success! Of his experience broadcasting and recording graduation, he says it was "as simple as pressing start" and that MediaCAST is a "very simple system to use."

Being able to record graduation was especially important this year because a few members of the Krum High School graduating class were exchange students whose families were not able to attend graduation in person. By providing a link on their

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Room to Grow

One of the features that initially drew Krum ISD to MediaCAST is the option to add additional modules over time. Especially appealing is the option to incorporate digital signage into their schools. Digital signage would allow Krum ISD to instantly deliver news and updates to schools as well as send out emergency all-call notifications. As an optional add-on, digital signage can be added at any time, along with a suite of other modules. Regardless of how many modules Krum decides to implement, users will still have only one interface to learn.

external website to the live broadcast, friends and family were able to watch their student graduate from locations all over the world, including South Korea and Finland.

SCHOOL YEAR IMPLEMENTATION

Once the school year starts in the fall, Krum ISD will be using their MediaCAST system to create and distribute morning announcements, record events, enhance their distance learning and improve teacher efficiency by helping them integrate on-demand media into the classroom.

Additionally, Krum ISD hopes to expand their flipped classroom program. A small pilot program last year showed them the positive effects flipped classrooms have on student achievement. With their new MediaCAST iPad app, the media resources teachers assign as homework can be easily distributed to students. Since the media files are downloaded to students' iPad's local storage, students will be able to watch the videos even when they don't have an internet connection. When the expiration dates for the media resources are met, they will automatically be removed from the students' devices.