

# Case study: Livingston Academy

Overton County School District, Tennessee

See how Best Buy® Education teamed up with Samsung and MediaPlace to create a custom digital alumni yearbook.

## The client

Livingston Academy High School.

## The challenge

The walls of the main hall at Livingston Academy are filled with the classic framed composite photos of the school's 114 graduating classes. But with wall space running out, and new classes continuing to graduate, there was the desire to transform these physical photos into an interactive digital display. To accomplish this, Tony Lipinski, Strategic Account Manager for Best Buy Education, needed to find a way to display this level of content onto a touchscreen, because the technology to do so currently did not exist.

## A can-do attitude.

***“Instead of saying, ‘No, we just can’t do that,’ everybody was saying, ‘Wow, this is a really cool idea. Let’s see if we can make it work.’ And they did. It’s great, people are using it and enjoying it, and that’s really cool to see.”***

- Lesley Riddle,

Federal Programs and CTE Director at Overton County



## The solution

When Lesley Riddle, Federal Programs and CTE Director for Overton County Schools first came up with the idea of creating a digital alumni display, she knew she was asking for something unique. Thankfully, Best Buy Education prides itself on having a solution for even the most complex tech request. That means also having the right connections.

“Our first thought was to use a Samsung touchscreen with Samsung MagicINFO”, Tony told us. “But, when we got in touch with our Samsung rep, we learned this was out of scope for this technology.” So, Tony turned to his technical partners at Braun Consulting, who connected him with the digital content creators at MediaPlace.

Together, Tony and Lesley, along with Samsung engineers and the director of Samsung Education, worked with MediaPlace to create the digital solution Livingston Academy was looking for.

First, Linda Smith, founding member of the Livingston Academy Alumni Association, curated all the graduates’ names for MediaPlace, who incorporated the names and photos onto the integrated database for the 75" Samsung touchscreen.

To ensure the equipment all worked correctly, Geek Squad® delivered and installed the touchscreen at MediaPlace’s home office in New York so they could test the software. Then the display was shipped and Geek Squad installed it at its final destination at Livingston Academy in Tennessee.

Now, students, guests and alumni can search for any class or student going back to 1916. They can search by class or a student’s name, then zoom in on their photo. And when the screen is in sleep mode, it displays photos of events that happened throughout the school’s history.

## What’s your digital solution need?

Does your school or business have a digital display request that goes above and beyond what a traditional touchscreen can handle? Whether it’s for education, hospitality, medical, enterprise or senior living, let us help bring your digital signage dreams to life.