

Ustler Hall Atrium – Digital Media Presentation System

Proposer:

Brad Harwood
IT Project Manager II
College of Liberal Arts & Sciences
301 Bryant Hall

bharwood@ufl.edu

(ph) 846-1990

(fax) 846-1995

Sponsoring Organization: UF College of Liberal Arts and Sciences

Purpose and Specific Objectives:

The Kathryn Chicone Ustler Hall Atrium is an important resource for students and faculty in need of an easily accessible space for gatherings of up to 150 people. It is available to all UF student organizations, faculty members, departments and colleges for lectures, functions and presentations. The purpose of this proposal is to acquire a permanent media presentation system for the Ustler Hall Atrium.

In the absence of a permanent media presentation system, audio-visual needs are currently provided through a combination of rental equipment and portable sound and video projection systems. This piecemeal solution introduces a myriad of technical issues for presenters and lecturers, often causing delays, rescheduling and cancellations. With this proposal it is our goal to provide a reliable and intuitive digital media presentation environment in the Ustler Hall Atrium that will allow groups to utilize the space in the most efficient way possible. If funded, this proposal will incorporate new permanently mounted speakers and a video projector. Microphones and connections for live streaming, recording and external signal input will also be included. A programmable touch panel display will provide a control interface for the digitally integrated system.

Appropriately designed A/V systems are especially essential in historic buildings that have limited insulation and sound barriers. The open Atrium is attractive and welcoming for events but the impact of the events is minimized by inadequate or poor sound quality from portable sound systems. The installation of a modern sound system designed for this environment will attract additional groups that have been hesitant to participate.

Impact/Benefit:

Built in 1919, the Kathryn Chicone Ustler Hall was the first permanent structure intended for campus-wide use at the University of Florida. Today, the building still functions as a campus-wide space for collaboration, lectures and other functions. However, when the 100-year-old building was renovated in 2004, the need for future multimedia presentation capabilities was not addressed. Over the past decade, digital media support has become a necessity for the most effective use of this collaborative space. A system designed with current industry standard media presentation solutions in mind would also provide students with experience using business class A/V technology they may not have the opportunity to use often. Familiarity with enterprise class digital presentation systems can reduce technical anxiety and improve presentation skills needed in the professional domain.

Each calendar year, more than 20 student organizations schedule the Ustler Hall Atrium for meetings, presentations and receptions, including UF Honors Program, Society of Environmental Engineers and Graduate Assistants United events. A significant number of colleges, departments and programs also use the space regularly, such as the Office of Academic Support, University Writing Program, Multicultural and Diversity Affairs, and the College of Liberal Arts and Sciences. Because of its history as the Women's Gymnasium and current home for UF's Center for Gender, Sexuality and Women's Studies Research, Ustler Hall has a unique relationship with groups centering on human and cultural diversity, notably the Institute for Black Culture, Pride Student Union, Hispanic Student Association, Asian American Student Union and the Women's Student Association that regularly utilize the Ustler Hall Atrium for events. Approximately 1,500 students, over 100 faculty and 300 members of the public/community use the Ustler Atrium annually.

Funding of this project would eliminate the technical burden experienced by groups, students and faculty using the Ustler Hall Atrium, allowing them to concentrate solely on the content of their event. This will provide a more efficient flow of information and an improved learning experience for all visitors, collaborators and presenters. This improvement is in direct correlation with the intent of the \$3.6 million investment in renovation put forward just 10 years ago.

Electronic and Information Technology Accessibility:

ADA/Section 508 standards (refresh) requirements for presentation systems have been taken into consideration in the planning of this system. We have worked closely with UF Academic Technology to provide this as a turnkey

solution to help with maintenance and system upgrades or improvements. This also enables us to implement any EIT accessibility obligation deemed necessary using standard UF AT business processes in the future.

Sustainability:

The Center for Gender, Sexuality and Women's Studies coordinates the use of the Ustler Hall Atrium. Fees are collected for the use of the space from non-student organizations. Last year a total of \$8,650 was collected for such events. For the same year a total of 27 events were hosted in the space by various student organizations at no charge. The Center expects to continue to collect usage fees from non-student organizations as the financial means to sustain the upkeep of the equipment.

Timeline:

Once ordered, an estimated 6 to 8 weeks is expected to receive all components. The duration of project installation is expected to take one week.

Budget: \$34,528.31

Model	Description	Part Number	QTY	Cost	Total
ACADEMIC TECHNOLOGY					
Power Oulter Install by Craft Electric	Power outlet and electrical raceway to projector location as well as core drilling and electrical outlet for equipment location. Work to be performed by Craft Electric.		1	\$3,243.61	\$3,243.61
Installation Labor			72.41 hrs	\$65.00	\$4,706.65
System Programming			16 hrs	\$100.00	\$1,600.00
		ACADEMIC TECHNOLOGY	Total:		\$9,550.26
CHIEF					
VCMU	Heavy duty universal mount for Epson EB-Z10000 LCD projector, black	VCMU	1	\$350.00	\$350.00
WMA2S	Heavy duty wall mount accessory, dual stud, silver	WMA2S	1	\$200.00	\$200.00
		CHIEF	Total:		\$550.00
CRESTRON					
CEN-SW-POE-5	5-Port PoE Switch		1	\$200.00	\$200.00
CNSP-XX	Custom serial interface	CNSP-XX	1	\$75.00	\$75.00
DM-8G-CONN-100	DigitalMedia 8G Cable Connector, EACH		4	\$2.75	\$11.00
EACH					
DM-CBL-8G-NP-SP500 PER FOOT	Digitalmedia 8g Cable, Non-plenum, PER FOOT		500	\$0.40	\$200.00
DMP53-300-C	3 Series DigitalMedia Presentation System 300	DMP53-300-C	1	\$4,200.00	\$4,200.00
DM-RMC-4K-	4K DigitalMedia 8G+™ Receiver & Room Controller	DM-RMC-4K-	1	\$900.00	\$900.00
SCALER-C	w/Scaler	SCALER-C			
DM-TX-200-C-2G-B-T	Wall Plate DigitalMedia 8G+ Transmitter 200, Black Textured	DM-TX-200-C-2G-B-T	1	\$700.00	\$700.00
SAROS_SR6T-W-T-EACH	Saros 6.5" 2-Way surface mount speaker, white textured, single (must be ordered in multiples of 2)	6504626	4	\$120.00	\$480.00
TSW-1060-B-S	10.1" Touch screen	TSW-1060-B-S	1	\$1,200.00	\$1,200.00
		CRESTRON	Total:		\$7,966.00
EPSON					
Pro L1505U	Pro L1505U Laser WUXGA 3LCD Projector w/4K Enhancement & Standard Lens	V11H792120	1	\$13,499.00	\$13,499.00
		EPSON	Total:		\$13,499.00
GENERIC					
HDMI/VGA/AUDIO WALL PLATE	VGA+ HDMI and Audio Stainless Steel Wall Plate		1	\$50.00	\$50.00
PANDUIT ALLOWANCE	Panduit Wire Mold Allowance		1	\$120.00	\$120.00
POLE MOUNT	Pole Mount Hardware For Projectors		1	\$80.00	\$80.00
Misc. Parts	Screws, Zip Ties, Velco, etc.		1	\$846.95	\$846.95
		GENERIC	Total:		\$1,096.95
Liberty AV Solutions					
10005USOP	RJ45 UTP CAT5E Clear Connector	10005USOP	2	\$0.30	\$0.60
16-2C-HT	HomeTrax Economy 16 AWG 2 conductor speaker cable, Per Foot	16-2C-HT	600	\$0.20	\$120.00
22-1P-EZ-BLK	High-performance ez-strip broadcast audio 22 AWG 1 pair shielded cable, black (price per 1000 ft)	22-1P-EZ-BLK	60	\$0.18	\$10.50
24-4P-L5-EN-BLK	24 AWG 4 pair U/UTP Category 5e cable black Per Foot	24-4P-L5-EN-BLK	25	\$0.12	\$3.00
F32611-WQ437699	Custom Wallplate with 2 XLR Female and 1 HDMI Video	F32611-WQ437699	1	\$55.00	\$55.00
NC3FXX	Neutrik XLR 3 Pin Cable Shield Connector, Nickel	NC3FXX	6	\$3.50	\$21.00
NC3MXX	Neutrik XLR 3 Pin Cable Shield Connector, Nickel	NC3MXX	6	\$3.50	\$21.00
PCE5B014BK	Cat 5E Patch Cbl 14" Black	PCE5B014BK	2	\$4.50	\$9.00
Z100AM15FT	3.5 Stereo Audio Cable, 15 feet, Black	Z100AM15FT	2	\$4.50	\$9.00
Z100HDE06FT	6' Economy Brand HDMI High Speed Cables	Z100HDE06FT	2	\$4.00	\$8.00
Z100HDE15FT	15' Economy Brand HDMI High Speed Cables	Z100HDE15FT	5	\$7.00	\$35.00
Z100VGA15FT	15' Liberty Z100 VGA cable	Z100VGA15FT	3	\$13.00	\$39.00
		Liberty AV Solutions	Total:		\$331.10
MIDDLE ATLANTIC PRODUCTS					
PTRK-14	Ptrk Series Portable Rack 14 Space		1	\$525.00	\$525.00
		MIDDLE ATLANTIC PRODUCTS	Total:		\$525.00
SHURE					
BLX188/CVL	Dual channel receiver with two lavliere mic, 518.12 - 541.85 MHz	BLX188/CVL	1	\$460.00	\$460.00
BLX288/PG58	Wireless dual handheld system	1078001	1	\$550.00	\$550.00
		SHURE	Total:		\$1,010.00
		Grand Total			\$34,528.31