

Zukunftswerkstatt at the University of Applied Sciences Ravensburg-Weingarten, Germany

www.hs-weingarten.de

When the decision was made for the *Zukunftswerkstatt* (technology enhanced seminar room) at the University of Ravensburg in Weingarten in 2003, one thing was clear: a creative work platform had to be set up for students to accomplish their projects in the areas of sales and marketing, and market research on a practice-orientated basis. Additionally, the university required the latest AV equipment, so that students could demonstrate and test the scenarios and advantages in a modern work environment.

Since then, the idea of the *Zukunftswerkstatt* as a practice-orientated marketing seminar room has paid off. Where do customers look first when they visit a website? Surveys, customer satisfaction checks and video-conferences with partners from industry, administrations and organizations make it possible for market trends, products and services to be efficiently analyzed. For example, eyetracking systems and video cameras are used to record exercises in order to be discussed afterwards.

When it came to choosing the most suitable presentation device, the decision was made for WolfVision's Portable Visualizer with its Progressive Scan camera after much web research, product comparisons and sales advice. Engineer Wenzl, responsible for the day-to-day running of the *Zukunftswerkstatt*, says, "The high resolution pictures and the ability to zoom in on to the smallest detail convinced us of the WolfVision unit."

The Visualizer is used to present and discuss details from lecture books, brochures, printed concepts or product samples on a large screen. The high frame rate allows written comments made by the presenters to appear smooth and flowing, not choppy, thus resulting in clean, real time pictures without any delays. Thanks to the zoom wheel and its individual speeds, details can be selected fast and precisely. Because of the easy switching between Visualizer and laptop, students like to combine their Visualizer presentations with their digital media.



User friendly Visualizers from WolfVision allow teachers to concentrate on demonstrating important points during presentations and to combine their favorite technology (for example a laptop, as seen above) easily. Presenters can then be more involved with topics and less with complicated technology and thus be able to give a more motivating and memorable presentation .

The benefits of the Visualizer has made the unit very popular; "The easy usage makes the equipment suited for both students and professors", says Mr. Wenzl. "The managing professor of our *Zukunftswerkstatt*, Professor Dr. Fischer, was so inspired by the Visualizer that he wanted his own unit, which he now takes to all of his workshops. The compact equipment fits conveniently in its included carrying case and the unit is set up in only a few steps".

Since introducing the equipment to the *Zukunftswerkstatt*, all non-digital items are shown with the Visualizer during group sessions. Mr. Wenzl comments: "With audiences of three or more people, it's much more practical with the Visualizer.

The large, real time pictures make any presentation more interesting. And in addition, the speaker can effectively steer the participant's attention towards the discussed document or object by zooming in on specific details. For example, instead of seeing the full page of a manual, students would only see the paragraph which is currently being discussed.

The University of Ravensburg at Weingarten has received quite some positive feedback from renowned businesses for their seminar room.

According to Mr. Wenzl: "People are inspired by what can be achieved in a standard sized room with the use of the latest AV and computer technology.

Through WolfVision's Visualizer, we discovered a versatile and future-orientated presentation tool. This equipment shouldn't be missing in any seminar room".



When finished with a presentation, the Visualizer can be quickly and conveniently stored in the included carrying case to take along to the next location.



*Ernst Wenzl, who is responsible for overseeing the daily usage of the *Zukunftswerkstatt*, motivates students with interesting seminar materials, methods and modern technology when giving a lecture.*