

GateWay Community College Gets Cutting Edge Tech Without Cutting Finances

GateWay Community College in Phoenix, Arizona is one of 10 community colleges in the Maricopa County Community College District, one of the largest community college districts in the United States. In early 2016, with the help of Troxell Communications, Senadz Lubovac, the Coordinator for A/V at GateWay Community College, kicked off an on-campus project to upgrade 30 classrooms to provide faculty and students with highly advanced classroom technology. Lubovac decided to go with Hitachi projectors because of the brand's new OneVision program for higher education and the projectors' affordability, equipment quality and advanced technology.

GateWay Community College was founded in 1968 and has more than 2,500 students enrolled in classes. GateWay's campuses have over 170 classrooms and average about 25-30 students per class. Right now, every classroom is equipped with a screen, projector and a document camera, and they are looking to continue A/V growth by adding wireless display functionality in the future. The Hitachi Project will see Lubovac standardize Hitachi projectors throughout GateWay's classrooms with the added benefits of the OneVision program.

"Our goal at GateWay Community College is to be on the cutting edge of technology without bleeding financially," says Lubovac. "We had to figure out what functionality we needed in each classroom, how we were going to accomplish that goal and how we were going to do so with the best price to value ratio. That's when Troxell told us about Hitachi and its OneVision program."

Hitachi's OneVision program is designed for higher education customers and gives program members special perks to save

money, time and provide the best customer service available. The program emphasizes the relationship between Hitachi, its distributors and its customers to ensure that every end-user is happy and has the exact product he or she needs.

Members of the program get direct access to Hitachi sales and service specialists, specialized pricing for higher education products, a five-year warranty on projectors, a one-year warranty on lamps, advanced replacement and an awards program where members receive a free lamp after buying three projectors or receive a free projector after buying 10 projectors.

For GateWay, the best perks are the product warranties. The college tends to cycle through its classroom equipment every five to seven years, meaning that the extended warranty often covers projectors for the entirety of their classroom lifespans. And regarding the one-year lamp warranty, Lubovac claims that he's never prior seen a lamp warranty of more than 90 days in his A/V career; the extra coverage on the lamp was reason enough for him to justify signing up for the program. GateWay has also already qualified and received two free projectors for the school due to the rewards program as well.

"Hitachi really is the best technology we can buy with the best features," says Lubovac. "To buy something comparable from another brand would be an extra \$200 or \$300 per unit. With the OneVision program we reap all the benefits like extended warranties, free projectors and the best quality without having to break the bank."



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