

# PRESS RELEASE



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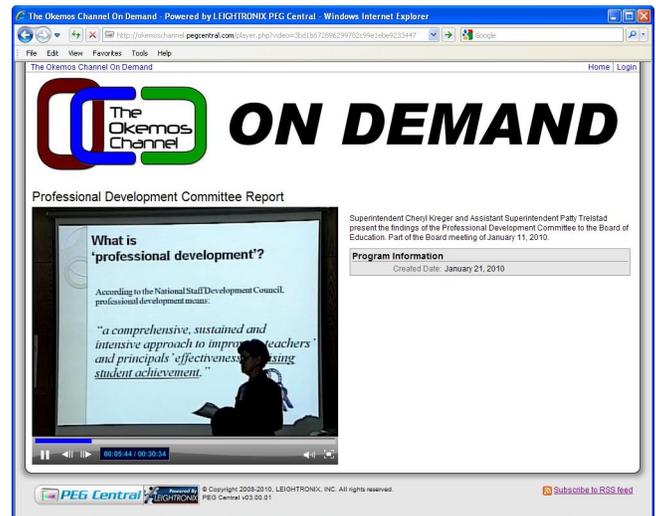
## Okemos Schools Use Web Technology to Inform and Query District Parents

*Online, On-Demand Video Delivers Vital Meeting Presentation to District Parents*

Holt, MI. — February 23, 2010 — The Okemos School District recently called upon their new PEG Central™ Web video streaming portal to help conduct an online survey targeted for district parents. The survey, sent out to parents by email, contained a link to the district's PEG Central streaming site, allowing parents to view an online, on-demand video of a presentation to the board of education on a proposed professional development program for the district.

The video was vital to the success of the survey as not all parents were able to attend the board meeting. Being published to the district's PEG Central streaming site meant that parents could view the meeting on demand, and immediately educate themselves on the topic of interest before submitting answers on the survey. The video would remain on the streaming site for review anytime, anywhere, allowing continual access to the information presented. Within a week, over 700 parents had reviewed the video content on pegcentral.com.

The presentation was originally broadcast live on local educational access, Okemos Channel 23, during a regular board of education meeting. The meeting was digitally captured in its entirety for rebroadcast on the channel, and also sent to the district's on-demand video streaming site hosted by pegcentral.com.



This shows another innovative use of LEIGHTRONIX television and Web streaming technologies. The district also utilizes the PEG Central site to provide the public with on-demand sporting events, cultural events, and the district's own student-produced programming. The site allows viewers to subscribe through an RSS feed, making it convenient to stay up-to-date on educational programming. PEG Central has proved to be an essential tool that emphasizes the power of video and the convenience of video-on-demand for the staff, residents, and students at Okemos Public Schools.

“Providing a link to the presentation right on the survey was a great success,” said Assistant Superintendent of Okemos Public Schools, Patty Trelstad. “Over half of those who answered the survey responded that they received the information from our PEG Central site. To me that shows a success in keeping the public informed and generating real-time feedback by using video technology.”

### **About LEIGHTRONIX, INC.**

LEIGHTRONIX is recognized as an industry leader in specialty video equipment design and manufacturing, including digital video solutions, television automation, streaming video-on-demand, and remote equipment control. A model of stability and longevity in the quickly evolving professional video market, LEIGHTRONIX continues to set standards in product value and versatility that exceed customer expectations in both product performance and support. Exceptional product reliability, a standard 5-year warranty, and cost-free technical support have made LEIGHTRONIX one of the most trusted names in the industry. For more information, visit [www.leightronix.com](http://www.leightronix.com).

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