



“Luidia creatively works with the cutting edge trends in technology.”

Steve Dunn, *CEO*
Ken-A-Vision, Kansas City, Missouri

Challenge

US digital presentation solutions manufacturer Ken-A-Vision wants to integrate their document cameras with an interactive solution with minimal development time.

Solution

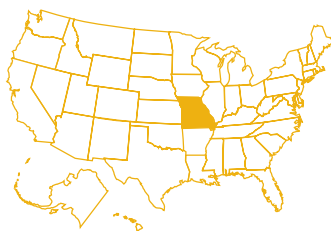
Ken-A-Vision partners with Luidia to create an interactive document camera that integrates with eBeam solutions.

Benefits

- Extremely well-developed software and hardware
- Quick and adept integration from a product-engineering standpoint
- Immediate promotion and sales of product

Location

Kansas City, Missouri



65 Year Old Digital Presentation Company Joins With Luidia to Make Interactive Document Camera

When the microprojector was first introduced in the 1950s, it quickly became a staple technology tool for the classroom as students viewed ultra-magnified images on a large screen. Ken-A-Vision, a US-based microscope and visualizer manufacturer, has been around just as long, providing visualizing solutions to teachers with ever-evolving classroom needs.

It was evolving classroom trends that first drew Ken-A-Vision CEO Steve Dunn’s attention to the budding interactive whiteboard industry in 1999. “I bought a Softboard in Canada and immediately began thinking, ‘How can I get a camera inside this?’ We at Ken-A-Vision have always had an interest in adding cameras to the interactive sphere.”

Dunn explained that Ken-A-Vision had been looking to collaborate with a company that was adept at marrying software and hardware seamlessly. “We extensively researched 14 interactive whiteboard companies before selecting Luidia/eBeam as the best fit.” In 2009, Luidia began selling the Ken-A-Vision manufactured eBeam Focus 150 document camera, an accessory to eBeam interactive systems. Dunn was impressed by the quality and speed of development, the high-value product, and the immediate sales impact. “As a supplier, Luidia is ideal. They have clear technology and adept engineers. They make it happen. We had worked with other interactive board companies that weren’t able to integrate and we waited for a year!” explained Dunn.

Business communications and logistics, according to Dunn, have also been exceptional. “Luidia is always ready to invest in marketing the product and the result is that our hardware is more clearly defined in the marketplace,” explained Dunn. “From a manufacturing standpoint, they have exceeded expectations – fast, friendly, easy to work with. The company has a unique family feel that all of our Ken-A-Vision folks admire. Even the dealer channel is great to work with.”



According to Dunn, Luidia's core product, the eBeam Edge, won him over with its ease of use and endless integration possibilities. The eBeam Focus 150 is similarly user-friendly. "We've tried to simplify with our cameras, too – just plug and play. No complex functionality, no need for help from the teacher next door."

"Luidia creatively works with the cutting edge trends in technology," stated Dunn definitively, "and it is this commitment to innovation that makes Luidia a valued Ken-A-Vision partner."



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