

# Case study



## British Board of Film Classification Boosting education seminars

The BBFC uses a SMART Board™ interactive whiteboard during seminars to help explain the complicated and often controversial process of classifying film and video clips.

The British Board of Film Classification (BBFC) has been an independent non-government regulator of the film and video industry in the United Kingdom since 1912.

In parallel with its classification work, the BBFC hosts educational seminars, mainly for students of media regulation and film, at its headquarters in London's Soho Square.

Using a SMART Board interactive whiteboard to help with tutorials, the education team at the BBFC "lifts the lid" on the process of reviewing film and video clips, providing students with a real insight into how and why classification decisions are arrived at.

The SMART Board is used to display and highlight scenes in television sitcoms, such as *Curb Your Enthusiasm* where levels of potentially inappropriate language are measured, explained and talked about.

Even sex scenes between puppets in *Team America* do not escape scrutiny, and aspects of nudity in *The Simpsons* can be paused, highlighted and discussed.

In addition, scenes from *Terminator 3* and *Die Hard 4* are put through a microscope as the classifiers explain decisions about the language and levels of horror associated with some of the violence in the films.

Before getting a SMART Board staff at the BBFC had been using a white screen and projector which had to be unpacked and re-assembled for before each seminar.

### Challenge

To replace an antiquated screen and projector with technology that would deliver better quality viewing during educational seminars for media students.

### SMART solution

SMART Board 600i interactive whiteboard.

### Result

High quality viewing for students so they can understand the reasons behind what might often be a controversial classification decision.

The screen was also a bit too small for all of those attending some of the BBFC's larger seminars to see properly, and the picture quality was often disappointing.

Last July the BBFC replaced and updated its existing screen and projector with a SMART Board interactive whiteboard to allow its instructors more flexibility and to be able to more simply and quickly present PowerPoint displays.

Every year around 500 media students and teachers from schools throughout the United Kingdom attend the seminars which are delivered by education officer, John Dyer and a dedicated team of BBFC film examiners.

Students are invited to attend a morning session where they are given a presentation illustrated by clips from relevant films and videos. The students are then given the opportunity to ask questions.

Along with many other supporters of the SMART Board interactive whiteboard, Dyer first saw one in action at his children's school, and straight away recognised the educational potential of using one during seminars at the BBFC.

Dyer and his team were given a presentation showing how the board could be best used by the team at the BBFC.

"After the presentation it appeared to us that it made perfect sense to go for one of the SMART Boards, which seemed to be pretty competitively priced," Dyer said.

The BBFC mainly uses its SMART Board interactive whiteboard for educational purposes, although Dyer says it is also there for back-up should other computer systems fail.

"The students appreciate the SMART Board because it is easier to view as part of a presentation and it gives film and video clips greater impact" Dyer continues.

"Audiences are able to see more clearly for themselves what is being shown on the screen, enhancing poor quality footage, and making high quality clips even better."

Of particular benefit is the ability to stop a film or video during a seminar and being able to annotate directly over a scene or image to make a clearer point or focus the students' attention on a particular detail.

"We can pause the film or video to highlight a particular segment or image and can even add text if we want to make a momentary point, which we are then able to clear and move on," adds Dyer.

The BBFC says this particular facility makes it easier for instructors to explain the rationale behind what might often have been a controversial classification decision.

Although the SMART Board interactive whiteboard is used by the BBFC to help explain the reasoning behind some of its more controversial classification rulings, the decision to invest in the SMART Board has proved to be anything but controversial.

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**John Dyer,**  
**BBFC Education Officer**

## About SMART

SMART Technologies Inc. is both the industry pioneer and global education market segment leader in easy-to-use interactive whiteboards and other group collaboration tools. The award-winning SMART Board interactive whiteboard is the most widely installed interactive whiteboard in the world.

Many school jurisdictions have standardised on the product, which is used to provide interactive learning opportunities and enhance student achievement in more than 450,000 classrooms spanning every U.S. state, every Canadian province, every Local Authority in the UK and in more than 100 countries worldwide. SMART products also include interactive pen displays, interactive digital signage, wireless slates and software. Using SMART products, groups can access and share the information they need to meet, teach, train and present. SMART's education customers include New York City Board of Education (U.S.), Oxford University (UK), Kobe City Board of Education (Japan), Barrier Public School (Australia), University of Ottawa (Canada), United World College (Singapore), Stephen-Hawking-Schule Neckargemuend (Germany), Florida School for the Deaf and the Blind (U.S.) and Harvard University (U.S.).

SMART is a private company founded in 1987. Employing more than 900 people, SMART is headquartered in Calgary, Alberta, Canada, with assembly facilities in Ottawa, and offices in Bonn, Tokyo, China, New York City and Washington, DC. SMART has been issued and maintains a broad portfolio of patents with numerous U.S., Canadian and other patents pending. In 1992 SMART formed a strategic alliance with Intel® Corporation that resulted in joint product development and marketing efforts, and Intel's equity ownership in the company. SMART products are sold through dealers across North America and distributors worldwide. For more information, visit [www.smarttech.com](http://www.smarttech.com).

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Steljes creates opportunity for partners, customers and end users by pioneering innovative technologies that enable people to interact and communicate more effectively while working and learning.



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