

# SMART Board Interactive Whiteboards...Everywhere

by Nancy Knowlton

Educators everywhere use SMART Board™ interactive whiteboards to create a stimulating and engaging learning environment. But did you know that many high-profile people around the world use them for a wide variety of other purposes – all related to communication and collaboration?



People in all walks of life have a need to inform, teach, show and collaborate, just as teachers do. Whether in a meeting room, locker room, studio set, field operations tent, emergency-response vehicle or the corporate boardroom, people everywhere are using SMART Board interactive whiteboards. Here are just a few of the many ways SMART products are helping people communicate in the 21st century.

## Solving TV Crimes

*CSI: Crime Scene Investigation*, North America's number one television drama, uses a Sympodium® interactive pen display and a SMART Board for Flat-Panel Displays interactive whiteboard. *CSI: New York* uses a Rear Projection SMART Board 3000i interactive whiteboard.

## A Winning Strategy in the NBA

NBA teams use Rear Projection SMART Board interactive whiteboards and SMART Board for Flat-Panel Displays interactive whiteboards in their locker rooms. It's a foregone conclusion that the NBA champ each year will be a SMART customer. In fact, the Los Angeles Lakers are so attached to their SMART product that it travels with them in a special case.

## Supporting NASA's Mars Journey

When NASA sends its missions to Mars, it relies on SMART Board for Flat-Panel Displays interactive whiteboards and the software systems built for it by IBM. NASA scientists and engineers manage and control all elements of a craft's flight and landing by displaying, controlling and writing information on one large display, then sharing it over multiple displays.

## On-Air Election Coverage

When Canadians went to the polls in 2006, one of the national TV stations provided full on-air coverage using SMART Board interactive whiteboards to supply insightful analysis and up-to-the-minute results.

## Unboring Corporate Boardrooms

Around the world high profile companies like Airbus Industrie, Procter & Gamble, GE Medical Systems, Fuji Xerox and Toyota use SMART products to energize their meetings, collaborate with colleagues in other locations and complete plans and proposals.

## Militarily Speaking

The world's major militaries use the whole range of SMART's hardware and software products for training, briefing and debriefing sessions. SMART products are on every military base in the United States and, increasingly, in other military rooms around the world.

Many military organizations put their SMART products to the test in the field – literally. SMART Board interactive whiteboards are used in NATO field exercises and in a U.S. Marine Corps Mobile Command and Control Center.

## Selling Other Companies' Products

SMART Board interactive whiteboards appear as a standard tool in ads promoting other companies' products. For example, Sprint routinely shows a SMART Board interactive whiteboard in ads promoting long distance services.

## Walk-Up-And-Use Simple

All of these users, as diverse as they are, had a common problem – they needed to communicate more effectively. And while technology has provided the solution, the solution is not about technology. It is about what the technology does for people.

Keeping a solution simple is harder than it sounds. It means acquiring a deep understanding of people's communication routines and challenges. The trick is to improve their routines without adding to their challenges. People today don't have time to learn advanced products that are not intuitive.

The customers mentioned here may be nowhere near a classroom, but they ask the same questions as teachers – is the product easy to use and will it help them communicate better. Ease of use is the hallmark of SMART Board interactive whiteboards. It is the reason you find them being used in the most interesting ways in some of the world's most exciting organizations.

**Nancy Knowlton** is the CEO of SMART Technologies Inc., the world's leading supplier of interactive whiteboards. Nancy's husband and co-founder of SMART, David Martin, is the inventor of the interactive whiteboard category. Together they have built a company focused on delivering easy-to-use, feature-rich collaboration tools, including the SMART Board™ interactive whiteboard. Nancy can be reached at [NancyK@smarttech.com](mailto:NancyK@smarttech.com).