



## CORE USE CASE

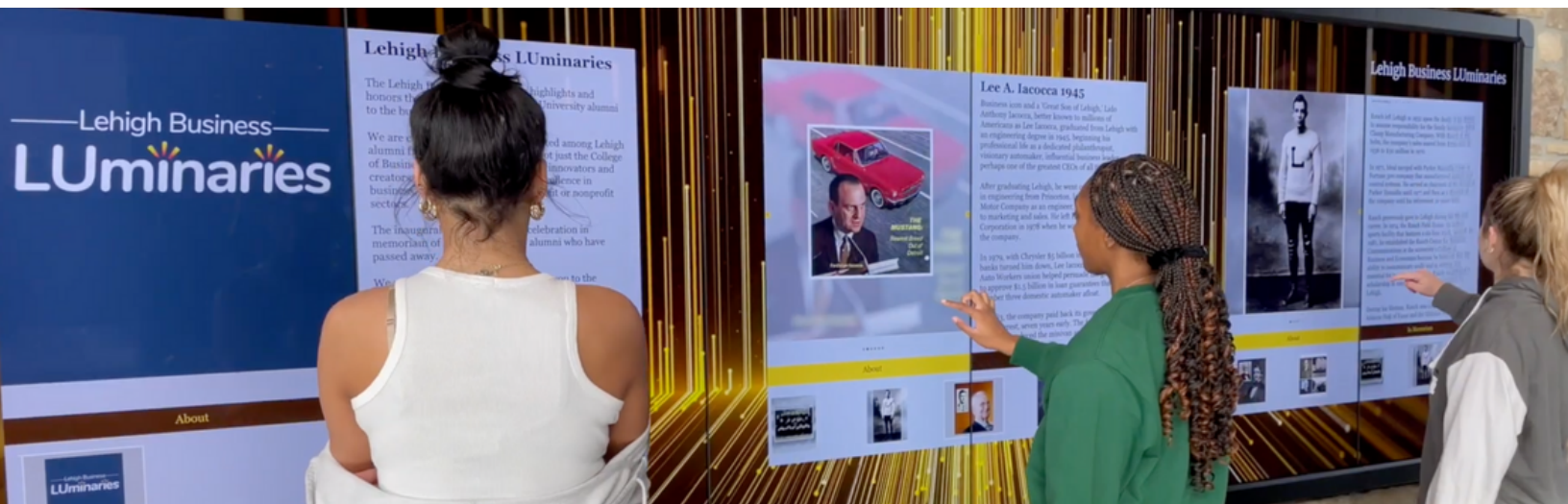
T1V Story strengthens community and drives interdisciplinary learning and education among faculty and students at Lehigh University College of Business

## LOCATION

Bethlehem, PA

## INDUSTRY

Higher Education



## DESCRIPTION

Lehigh University College of Business wanted to create an engaging, community-oriented space in their brand-new Business Innovation Building that also celebrates the school's rich history. To accomplish this, Lehigh installed a 6x1 Planar interactive video wall in the Tauck Family Lobby. Powered by T1V Story software, this interactive video wall brings the College's storied legacy and culture of campus community to life through vivid imagery and interactive applications.



### + Interactive Timeline

**Lehigh Business Timeline** | Journey through the College's milestones and achievements through a highly-visual, interactive timeline

### + Interactive Image

**Faculty Research** | Explore the College's top-tier research into the complexities of doing business and meet the faculty behind it

### + Interactive Showcase

**Lehigh Business LUMinaries** | Honor past and present Lehigh alumni who contribute to the business world through interactive biographies and galleries

**Our Stories** | Dive into compelling profiles of standout students, groundbreaking research, and accomplished alumni



# BACKGROUND

Lehigh University, located in Pennsylvania's Lehigh Valley, is a distinguished private research institution that challenges students to become future leaders through academic rigor, an entrepreneurial mindset, and collaborative opportunities. The internationally renowned College of Business aligns business with technology and data analytics through a boundary-breaking global curriculum that facilitates learning beyond disciplines and classroom walls. With a distinguished faculty driving cutting-edge research, the College delivers a high-caliber education for tomorrow's business elite.

## Mission:

To advance learning through the integration of teaching, research, and service to others.

# TESTIMONIALS

"We thought about the building requirements, the architectural drawings, but we always were thinking about flexibility and adaptability. Putting the students first drove the building. This building had to be all about learning."



**Georgette Chapman Phillips**

The Kevin L. and Lisa A. Clayton Dean of the College of Business

"Our video wall is a statement piece for anyone who enters our new Business Innovation Building. It says that Lehigh Business is truly at the intersection of business and technology."



**Rob Gerth**

Director of Marketing and Communications, Lehigh University College of Business

"A physical space doesn't mean anything unless it's combined with the right technology — and this combination is what we are seeing here."



**K. Sivakumar**

Chair, Department of Marketing



Image Source: Christa Neu