



# Dynamic

Wacom PL interactive pen displays at the ESADE Business School





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In 1958, a group of Catalan businessmen and academic professionals initiated an ambitious project to create a university centre in Barcelona dedicated solely to business studies. ESADE, a pioneer and a benchmark in the academic world, now ranks among the ten best business schools in the world and has twice been chosen by the prestigious Wall Street Journal as the most highly esteemed business school among companies. To create a more dynamic educational experience for its students, ESADE has opted for Wacom interactive pen displays which enable teachers to note down ideas and comments made during their classes.

Day by day, education is changing thanks to technological innovation which facilitates a more interactive approach to training and makes it possible for teachers to offer a more dynamic classroom experience, allowing students to achieve a sharper focus and a clearer idea of the central points of a lecture. ESADE knows that teacher-student interaction is key to achieving an understanding of concepts and creating a rewarding relationship between educator and pupil. This is why, as part of an effort to standardise existing technology across all classrooms at this educational complex, ESADE has decided to install Wacom interactive pen displays in all its classrooms and even in some of its meeting rooms. In this way, no matter which classroom one may be in, the teacher can use all the technology at his/her disposal.

According to Miguel Angel Roman of the ESADE Technology Department, “the interactive pen display offers immediate solutions in the classroom, because it permits annotations to be made directly into digital presentations while explaining concepts and it reinforces comments and ideas. It has been about five years since we installed the first one and since then we have been incorporating them in both refurbished and newly built classrooms, such as those on the new Sant Cugat del Vallès campus. At the present time, there are only ten classrooms which do not yet have one of these devices installed”.

Each academic year, more than 1,400 students benefit from the possibilities offered by Wacom interactive displays. According to Roman, Wacom was chosen as ESADE’s supplier of interactive pen displays “because

they offer industry leadership and guaranteed quality” and because ESADE was seeking “high-end equipment and benchmark manufacturers for each of the technologies introduced in the classrooms. Wacom is certainly the most reliable brand in its field”. ESADE ranks among the elite when it comes to higher education, and it has always been considered a benchmark. Thus, although the installation initiative was ESADE’s idea, they are aware that there are some national and international universities which would like to implement similar projects.

“The use of these technologies does not represent a radical change in education, but does offer significant improvement. The user-friendliness of Wacom interactive pen displays helps teachers feel more comfortable teaching a class, which therefore results in a better class”, asserts Roman. “It is good to have the feeling that you’re making a difference and we are committed to being a benchmark in education. Students value all the possibilities this technology offers them because it makes their classes easier to understand and more participative. Above all, we were looking to give the teaching staff the right technological tools and, to that end, we have had to provide training for our academic staff. When we showed them that, using with Wacom interactive pen displays, they could make notes directly onto their PowerPoint presentations, highlight ideas and write comments on subjects being discussed in the classroom in real time, most teachers decided to use them. We needed to provide a little training but, thanks to the user-friendliness of these displays and their intuitive nature, teachers also find their own individual ways of using them”.

ESADE has chosen Wacom PL interactive pen displays because:



1. They are very easy to use and they create a more dynamic class.
2. Teachers can note down ideas and comments in real time.
3. Wacom is the most reliable brand in the field.

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