

Sichuan Changhong Helped ESS Set up Multimedia Systems for Classrooms in Earthquake Disaster Areas

- translated from the following webpage: <http://projector.wsjol.com/2008/0815/1398.html>



It was a festive occasion in the evening of August 8, 2008, on the newly built campus of prefabricated units in the Leigu Middle School in Beichuan. Teachers, students and people in the neighborhood gathered before a projector screen to watch live broadcasts of the opening ceremony of the Beijing Olympics.

The multimedia system, donated by the Education and Science Society (ESS) in the US, consists of a projector, a satellite receiver, a large screen, an amplifier, speakers, a computer, and an equipment cart. Through this system using modern communication technology, ESS hopes to help some of the communities devastated by the Sichuan earthquake to obtain data on science and education, to receive news on important national and world events, and to enjoy the once-in-a-lifetime opportunity of watching the Beijing Olympics.



In early August, after ESS confirmed its decision to launch this project in ten schools in Beichuan County, the ESS Sichuan Representative Unit began to look for a supplier with a strong technology base and a comprehensive servicing system to help set

up the multi-media systems in the selected schools. Changhong, with a history of 50 years, was chosen on the basis of its strong technical skills and its performance as a supplier specializing in electric/electronic home appliances, having over 12,000 service networks in the urban and rural areas in Sichuan.

Negotiations between Changhong and ESS began on August 4. In order that the ten school communities in Beichuan would be able to watch the opening ceremony of the Beijing Olympics, the multimedia systems had to be set up and turned over to the project schools by August 7. Changhong had only two days to install and test the equipment.

At 5:00 a.m. on August 5, Changhong's installation team started its journey along mountainous roads in Beichuan, particularly treacherous after the quake. As some roads were still blocked, the team had to go around miles of detours in order to reach some of the schools. In some places the team went through areas that had collapsed after landslides. In the afternoon of August 5, an aftershock of 6.1 magnitude occurred just as



the team was working on location. Giant stones crashing down from the mountain top were frightening. When the tremors stopped, the team immediately resumed work. Thus for two days working through rain, traveling over 350 kilometers to reach eight townships and villages of Beichuan -- Leigu, Chenjiaba, Guixi, Huangjiangtongkou, Xiangquan, Guanling, Duba, and Ganxi – the Changhong installation team managed to set up the multimedia systems in all ten project schools. All the systems met the standards upon testing, and were accepted by the schools on August 7.

Installation workers testing the equipment



Projecting images onto the screen



Mr. Ren Lin, head of Changhong's Projector Operations, says that the company feels deeply for Beichuan and has tried its best, making full use of its resources in product, technology and services, to help ESS set up the multimedia classrooms in time for the Beichuan communities to enjoy the Olympic Games. Moreover, the project will also help accelerate quality improvements in Beichuan's schools through the use of multimedia teaching/learning tools and material now available on line and in distance learning programs.