

X2O media
CASE STUDY



Timéo De Winne
Pascal Mañé
Barcelona



Michelle Ang
Wellington

Sasha Goldberry
New York

futureDJs

*FutureDJs Launch Immersive Virtual
Classroom To Deliver Music Education Globally*





GOAL

Develop an immersive multi-sensory learning experience to teach music to students globally.

CHALLENGE

Find a robust platform that enables highest quality audio, visual and collaboration while being deployed quickly.

To deliver music education virtually, FutureDJs needed the best possible audio experience for both the teacher and students. A key requirement was to find collaboration technology that supports the necessary audio levels for the music – not all technology platforms can accommodate the sound levels required for electronic music as some block out or compress these sound levels.

In addition, FutureDJs were looking for a collaborative solution to support their goal of reducing their carbon footprint, and travel time to teach small numbers of students.

SOLUTION

Partner with X2O Media to create a bespoke collaboration and learning solution, Virtuoso, using X2O OneRoom.

FutureDJs were able to test the virtual classroom technology with the music they wanted to use and ensure the platform could broadcast to the quality that was required.

RESULT

Since launch, the Virtuoso classroom has attracted more than 2,700 students and participants from the UK, Europe, United States and Australia. Two more smaller examination classrooms have also been installed with other opportunities on the roadmap.

QUICK FACTS



The Virtuoso classroom can accommodate 32 active participants.



Virtuoso incorporates broadcast quality sound and audio that enhances electronic music levels.



Teachers can detect verbal and non-verbal cues to encourage participation and engagement.



Since launch, 2,700+ students and participants from the UK, Europe and the USA have enrolled with Virtuoso.

PROJECT OVERVIEW

Adapting to a new normal

Plans were in place to start building the FutureDJs' Virtuoso classroom when Covid-19 forced the world to adapt to the new normal. FutureDJs wanted to continue with their teaching commitments during this time and the building work was put on hold. The X2O Media team was able to expedite the process and deploy an X2O pop-up classroom solution to offer FutureDJs' students the same immersive experience, but with an option that was quicker to deploy into their existing environments. The pop-up classroom went live within two weeks and business was able to resume.

As the FutureDJs team adapted to a new way of teaching, the building work for the dedicated studio space continued in the background.

Virtuoso, a virtual stage for music education

FutureDJs were able to make a smooth transition to switch their classes to the new studio space, Virtuoso.

The classroom ensures student success through active learning and one-to-one engagements between students and teachers. Virtuoso gives each student their own seat in the virtual classroom, along with a choice of camera views and a dedicated audio stream which helps the host to address them directly and pick up on visual cues just like in a physical learning environment.

With the unique perspective of the cameras, the Virtuoso classroom can show all the DJ equipment used by the teachers allowing students to see how it works.

These collaborative features, along with built-in tools such as polls, interactive whiteboard, breakout groups and indications when a student is inactive all combine to support the host or teacher to deliver lessons in a highly engaging way.



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“We built the world’s first virtual music stage allowing us to go from one-to-one to one to many. For us as DJs, being connected with people is at the centre of everything we do and in essence it’s sending out a signal and it’s getting one right back from the crowd.

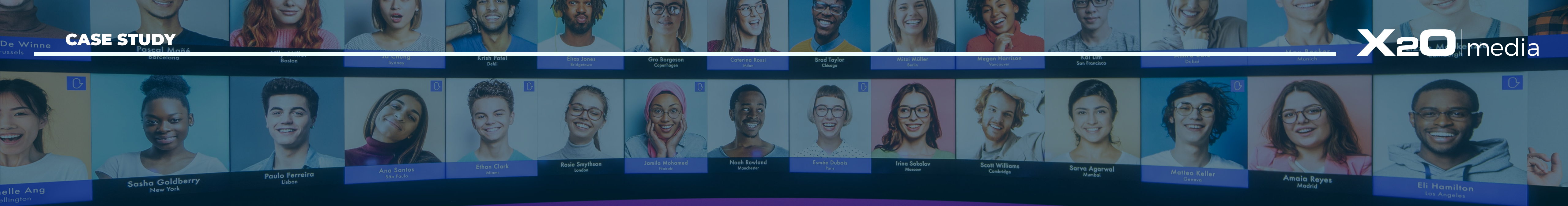
That is why we started our journey with X2O Media. They offer the technology which allows us to create an immersive environment and a real-time engagement with our audience. We were aligned from day one. We wanted to build a new platform to deliver our mission to make inspiring music education accessible to everyone. X2O Media were ready to make it happen with all of the adaptability and innovation that we were looking for”.

Austen Smart

CEO and Co-Founder, FutureDJs and Virtuoso

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THE RESULT

Using Virtuoso to deliver virtual music lessons has made the business more efficient with time spent more effectively planning sessions rather than traveling to schools, enabling FutureDJs to increase their capacity to teach more students and expand their reach.

A key feature that has driven participation and interaction during classes is the high-touch digital whiteboard. The whiteboard feature allows FutureDJs and their tutors to make smart annotations over any type of teaching material such as image, video, PowerPoint and web pages. Using a permanent content repository, students can also access these documents post class.

In addition to the whiteboard, the hand raising and breakout group features have increased student participation and given students the self-confidence to ask questions in a larger group, give feedback, and share ideas within the collaborative forum. Students using the Virtuoso classroom for lessons have progressed at a faster pace compared to when classes were offered in school as they can take part at a more convenient time and in a more comfortable environment in their own home.

With a 70% student retention rate, FutureDJs have seen students embrace and enjoy using the new learning platform and consequently sign up for additional courses.

Since launching their Virtuoso classroom, FutureDJs have worked with a wide range of music contacts including local orchestras, award-winning DJs and MCs, universities, and larger businesses to showcase the technology along with offering live demo sessions using the Virtuoso classroom.



ABOUT

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About X2O Media

[WWW.X2OMEDIA.COM](http://www.x2omedia.com)

X2O Media provides technology and services to build virtual classroom solutions for higher education and corporate learning centers across the globe. The award-winning X2O Platform represents a new category of communication tools that improve the way enterprises and universities engage with their employees and students bringing them virtually together. By extending standard learning-environment technology, X2O Media's next generation solutions reduce costs, drive safety and deliver a unique learning experience with real-time engagement that enables remote users to participate in everything that is taking place within the live classroom. X2O Media, part of the STRATACACHE family of marketing technology companies, is headquartered in Montréal.

About FutureDJs

[WWW.PLAYVIRTUOSO.COM](http://www.playvirtuoso.com)

[WWW.FUTUREDJS.ORG](http://www.futuredjs.org)

FutureDJs' vision is to give young people the chance to enjoy music education, build on their passion for music by nurturing new talent and help grow their self-confidence. To achieve this, FutureDJs created a new learning experience by providing music tutors to schools across the United Kingdom to teach DJ-ing and music production. FutureDJs' initiative has transformed how children experience music learning at school.

