

Education & Classroom Projection

Reliable projection for daily teaching — continuity for schools and training institutions.

Quick Positioning

Recommended series: NOTE Series (primary) + BOOK Series (mobile supplement)

Best-fit channels: Education solution providers • Campus integrators • School supply distributors • Procurement partners

Ideal selling message: Stable daily teaching projection with clear institutional positioning.

Key brand facts: 10+ years industry experience • 100+ countries distributor network

Market Demand & Opportunity

Education institutions prioritize reliability, lifecycle value, and consistent performance across multiple rooms. Standardized deployments require continuity and simple operation. NOTE Series is positioned for professional education/training; BOOK supports mobile teaching where teachers move between rooms.

Key demand drivers

- Daily teaching use with minimal on-site support
- Multi-room standardization and continuity
- Lifecycle value and predictable maintenance
- Clear separation between standard and mobile teaching needs

Use Scenarios & Buyers / Channels

Typical Use Scenarios

- Primary and secondary classrooms
- Training centers and private education
- Multi-room classroom deployments
- Language schools and labs
- Occasional mobile teaching across rooms

Typical Buyers / Channels

- Education solution providers
- School supply distributors
- AV integrators serving campuses
- Project-based procurement partners
- Distributors providing local service/deployment

Challenges & BYINTEK Solution Logic

Key Challenges

- High-frequency daily use
- Limited technical support in schools
- Consistency across multiple rooms
- Lifecycle cost control

Solution Logic (How to Sell)

Sell reliability and continuity: “daily teaching standard.” Lead with NOTE Series for institutional deployments. Use BOOK as a supplement when mobility is required (teachers moving between rooms) rather than replacing the standard classroom line.

Positioning tip

NOTE = professional classroom/training standard. BOOK = mobile classroom tool for flexible teaching workflows.

Recommended Positioning & Series Fit

Series system (reference)

Series	Positioning	Best-fit scenarios
BOOK	Mobile Education + Portable/Outdoor	Mobile training, teacher mobility, outdoor portable
NOTE	Professional Education & Training	Institutional classrooms, structured training
MEET	Business & Conference	Meetings, conference rooms, presentations
LOVE	Mainstream Home Cinema	Retail home cinema, volume segment
MAGIC	Enhanced Home Entertainment (Some is Portable/Outdoor)	Gaming/sports upgrade, premium retail ladder, outdoor portable

For this solution, lead with: NOTE Series (primary) + BOOK Series (mobile supplement)

Business Value & Next Steps

Business Value for Distributors

- Clear positioning for bids and multi-room deployments
- Supports both standard classroom and mobile teaching needs
- Stable supply continuity for institutional planning
- Reduced after-sales complexity through deployment logic

Next step: Share your target channel + scenario. We will recommend the right lineup and cooperation model.