

PROFILE

Name: Mason County Central Schools
Location: Scottville, Michigan
Number of schools: 4
Number of students: 1,300
Website: <https://www.mccschools.org/>

CHALLENGE

Mason County Central Schools was in need of a technology transformation. While focusing on this, the district wanted classroom technology that offered flexibility and was easy for teachers to use.

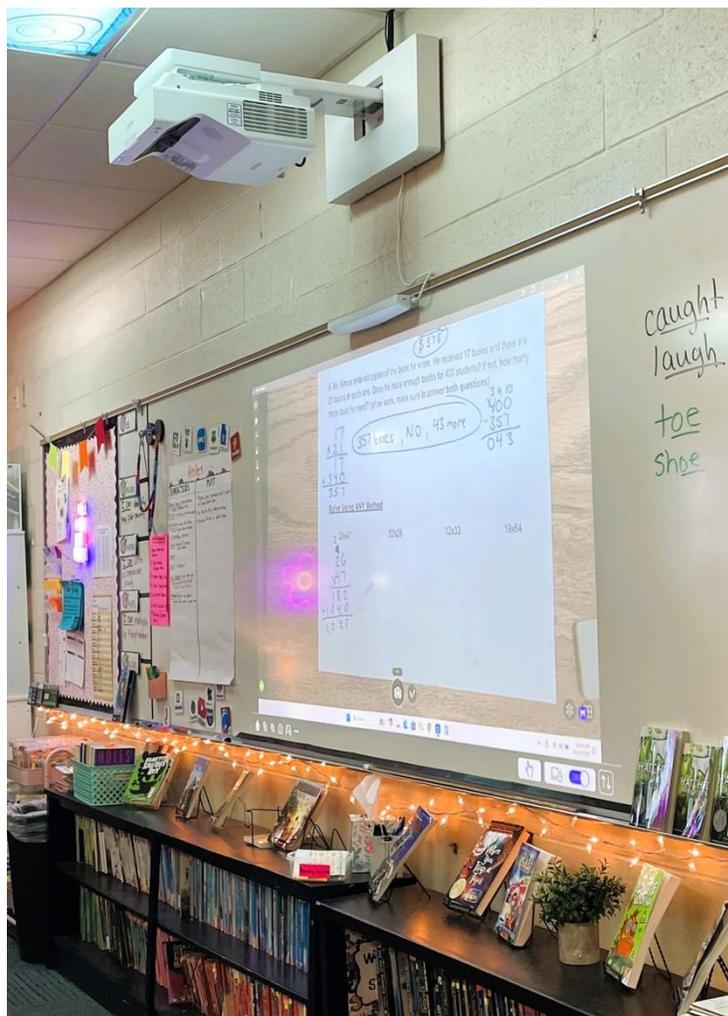
SOLUTION

The district standardized on Epson BrightLink displays because of its image size, brightness and seamless integration with the rest of the classroom technology.

Transforming Classrooms with Epson Interactive Display Technology

Mason County Central Schools, located about 100 miles north of Grand Rapids and less than 10 miles from Lake Michigan, is home to more than 1,300 students, 42% of which are eligible to participate in the free and reduced lunch program. The district’s mission is to inspire and equip students to excel. This mission was important when it came time for the district to utilize its ESSR funds to update the technology in every classroom.

When the district started to update classrooms, two of the priorities were interactivity and versatility. Previously, teachers had traditional lamp projectors that weren’t as bright as they would like them to be and Chromebooks that had them tied to their desks. The goal of upgrading the technology was to provide incredible image quality so every student in the room could see the content being projected while offering teachers an easy-to-use solution that met their instructional needs and allowed them to move around the room which is important for modern teaching practices.



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- MIGUEL QUINTEROS, K-12 TECHNOLOGY COACH, MASON COUNTY CENTRAL SCHOOLS

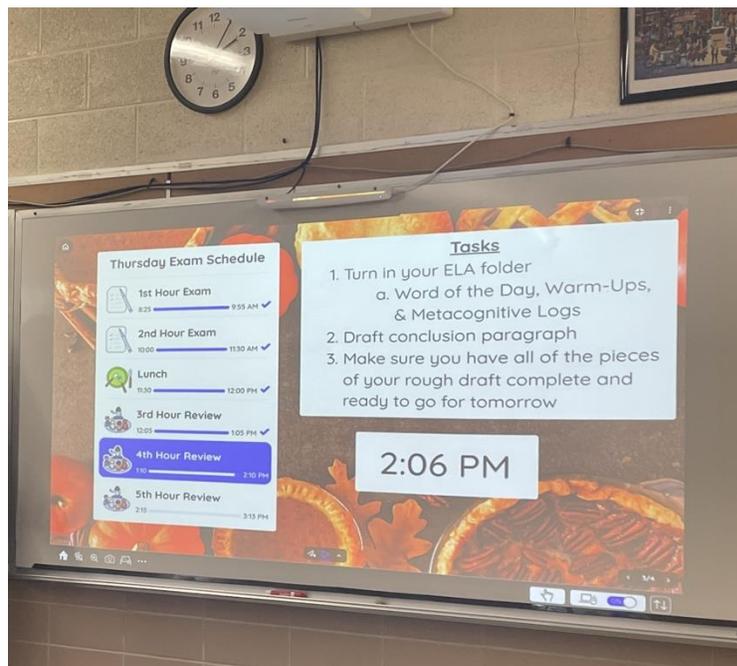
With this in mind, the district equipped classrooms with BrightLink® Interactive Displays, as well as Epson document cameras, a speaker system, computers, laptops and wireless accessories for the teacher’s document station. “The interactive BrightLink displays are a huge upgrade from our old projectors,” said Miguel Quinteros, K-12 technology coach for the district. “It is great to walk down the school hallways and see big, bright images inside the classrooms.”

Choosing BrightLink Interactive Displays

The district tested out several types of interactive flat panels and displays and found that one of their biggest priorities was the image size. “The size of the flat panel was a big turn off for teachers. They are difficult to see and aren’t big enough for the classroom,” said Quinteros. “If a student is sitting in the back of the classroom, they aren’t able to read the flat panel no matter how big it is.”

Offering a large, full-HD interactive display up to 100 inches, the BrightLink provides up to 75% more interactive space than a 75-inch flat panel while providing a low cost per square inch. With 4,100 lumens of color and white brightness¹ and proprietary 3-chip 3LCD technology, it delivers a remarkably bright and colorful picture that can be easily viewed in ambient light conditions from nearly anywhere in the classroom. Additionally, the BrightLink includes a 30,000-hour, virtually maintenance-free laser light source², so there are no lamps to purchase or replace — ever. With laser displays, the district saves money, eliminates worry about replacing lamps, and ensures no down time for teachers when turning on and off the displays.

In addition, the BrightLink’s flexibility was another deciding factor. “Teachers love their whiteboard space and with the BrightLink they can have high-quality images and video along with a digital whiteboard experience that they can save,” said Quinteros. “By projecting on the whiteboard in the room, when the projector is off they get their whiteboard back.”



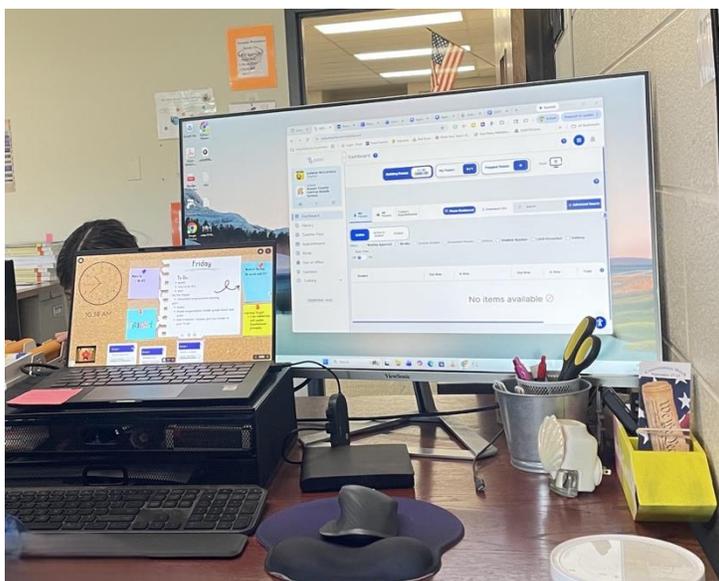
Utilizing Flexible Technology

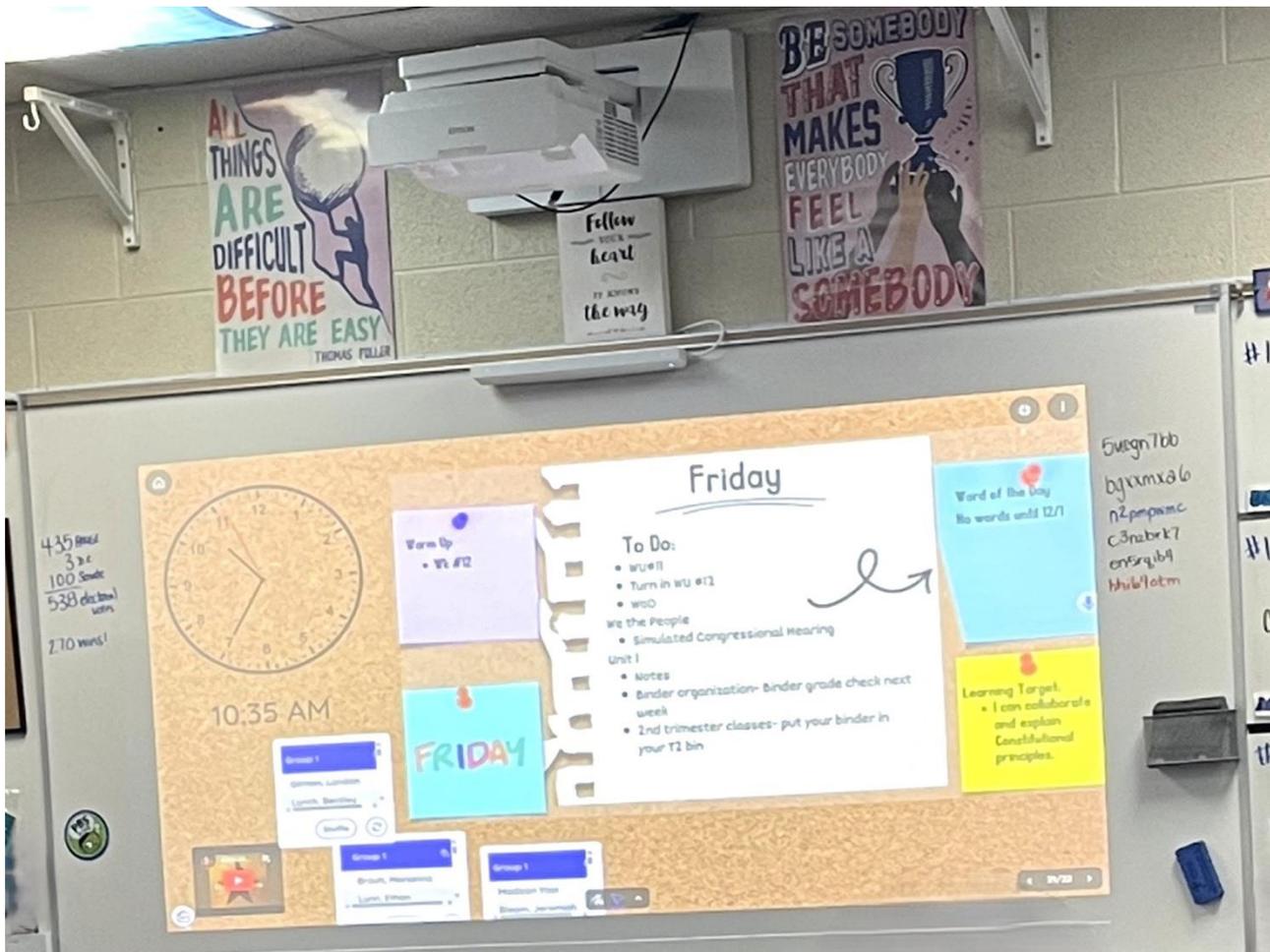
In addition to BrightLink displays, classrooms were updated with new computers, laptops, speaker system, a document station, and wireless keyboards and mice. Teachers also have a pendant microphone so students can hear them speak clearly. With the full set up of technology, teachers have the flexibility and option to move around the classroom however they like while teaching.

Science teachers, for example, can connect their [Epson Document Camera](#) with a microscope so everyone in the class can see what is being examined. Epson document cameras feature-packed in a compact design with easy setup, amazing image quality and seamless connectivity to help bring lessons to life in any classroom. Teachers can also use the document camera as a webcam to capture and share the entire classroom or record creative lessons and share them later with other students.

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Teachers are also using the free [Epson suite of annotation and casting software](#) to mirror their phones to the projector, allowing them to showcase student work or display live video of objects for the entire class to see. This feature has been particularly useful for real-time demonstrations, such as zooming in on a book page, modeling problem-solving techniques, or sharing student-created content instantly. Additionally, teachers can wirelessly annotate over projected content, enhancing interactive discussions. The ability to move freely around the room while maintaining control of the display fosters a more dynamic and engaging learning environment, making lessons more immersive and student-centered.

Training and Supporting Teachers

Once classrooms were updated, teachers were trained on the basics of using the technology in the classroom. Teachers learned how to use Epson iProjection™, Miracast, and utilize the interactivity features of the BrightLink displays. It was important for the teachers to have the basics down initially, and now looking ahead the district plans to offer additional training for teachers. “The BrightLink is more than an ordinary projector, there is so much we can do with it,” said Quinteros. “We’re excited to see how this technology will continue to transform our classrooms.”

1 Color brightness (color light output) and white brightness (white light output) will vary depending on usage conditions. Color light output measured in accordance with IDMS 15.4; white light output measured in accordance with ISO 21118.
2 No required maintenance for the light source and filter for up to 30,000 hours (Extended Mode) or 20,000 hours (Normal Mode). Approximate time until brightness decreases 50% from first usage. Measured by acceleration test assuming use of 0.04 - 0.20 mg/m³ of particulate matter. Time varies depending on usage conditions and environment. Replacement of parts other than the light source may be required in a shorter period.

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