



A Multi-Institutional Campus Designed for Modern Learning

A Case Study by Matrix Video Communications Corp.
and Royal Roads University



OVERVIEW

When Royal Roads University opened the new John Horgan Campus in Langford, the university set out to create more than just a new academic facility. The vision was to build a “first-of-its-kind” collaborative educational hub where multiple institutions could operate seamlessly under one roof while supporting modern hybrid learning for students, faculty, and the broader community. Royal Roads University's five-story building in the heart of Langford is home to a partnership with the University of Victoria and Camosun College. It also includes space for the Justice Institute of British Columbia and the Sooke School District (SD62). Beyond academic instruction, the campus acts as a community anchor through several unique partnerships including an Indigenous People's Centre and REV (Relationships, Entrepreneurship, and Ventures).

To help bring that vision to life, Matrix Video Communications Corp. was successful in an open competitive procurement process to implement a campus-wide audiovisual ecosystem that prioritized flexibility, simplicity, and consistency across all learning spaces.

THE CHALLENGE

RRU's goal was to equip every learning space with modern hybrid technology that would feel approachable and easy to use for instructors and students alike.

“The systems and tools were specifically designed to easily support evolving learning needs while keeping the user experience simple and approachable,” explained **Tony Ruffolo, Manager, Media Support Services at Royal Roads University.**



The university wanted to eliminate the stress and uncertainty that often accompanies unfamiliar classroom technology. *“The goal was to make technology feel intuitive, seamless and engaging, rather than appearing complicated and intimidating. We envisioned designing an environment where the user's experience is effective and efficient, allowing students and instructors more comfort and ease to focus on learning and teaching and less on figuring out how the systems and technology works,”* Tony stated.

At the same time, the project presented a unique coordination challenge: multiple institutions with varying technical requirements needed to agree on shared standards and workflows.

THE SOLUTION

Royal Roads worked with MC Squared Systems Design Group to assist in the design and development of the presentation systems and technology based upon the RRU standardization of equipment for all learning spaces on campus. The University then awarded a contract to Matrix Video Communications Corp. to deploy this large-scale Crestron AVoIP-based audiovisual ecosystem across more than 30 learning and collaboration spaces.

MC Squared's Design included:

- **Hybrid learning technology** deployed across classrooms, computer labs, meeting rooms, seminar rooms, and specialized spaces
- **Hybrid classrooms** equipped with multiple displays from Sharp, cameras, microphones, touch controls, and custom lecterns
- **Crestron AVoIP and AES67** network-based AV infrastructure throughout the campus
- **Centralized control processors** and audio DSPs housed in equipment racks
- **Dedicated instructor PC** in every learning space for presentations, video conferencing, and lecture capture
- **Edge network switches** supporting room connectivity and AV distribution
- **Flexible lecture capture** capabilities tailored to each institution's requirements
- **Wireless presentation** integrated through the campus Wi-Fi network
- **Multi-purpose room** featuring a dedicated control room for event production, recording, livestreaming, and broadcasting
- **Production systems** supporting camera control, video switching, audio mixing, specialized lighting, and wired/wireless microphones for live events and presentations



Several meetings took place with representatives of all partners and tenants and all facets of design and equipment were discussed including sound, video, capture, and control systems.

Tony Ruffolo, Manager, Media Support Services at Royal Roads University explained that although room functionality varied depending on institutional requirements, MC Squared's design ensured the underlying AV infrastructure and user experience remained consistent throughout the building. *"Learning spaces were allocated and custom built to accommodate the needs and requirements of each institution, and customized to the level of audio-visual systems that would support a variety of needs and functionality for each. Though the AV fit-out and functionality for each of the institutions had varied nuances the underlying supporting technologies are all the same."* This standardization created a familiar user experience throughout campus and reduced barriers for instructors moving between rooms.



Like many large-scale construction projects, the John Horgan Campus faced evolving schedules and compressed timelines during the final stages of deployment. The Matrix team managed shortened building access, limited storage space, shipping challenges, and last-minute change orders while still keeping the project on track for the Fall 2025 semester opening. Despite these obstacles, Tony said Matrix *“took everything in stride and maintained a solid level of professionalism.”*

One change to classroom presentation systems required major adjustments, including a system redesign and additional installation protocols. To stay on schedule, Matrix utilized its unique **“Techs Without Borders”** initiative to increase onsite staffing with technicians from our other locations, and extended work hours into evenings and weekends.



“MVCC actively managed the change effectively and efficiently and without fuss, to ensure we met the September opening day deadline. It was an excellent example of how well equipped MVCC is to successfully manage large scale changes and decisions... Their dedication and strong work ethic ensured that everything was completed on time.” - **Tony Ruffolo, Manager, Media Support Services at Royal Roads University**

WHY RRU CHOSE MATRIX

During the selection process, Matrix demonstrated our extensive experience, strong resource qualifications and competitive pricing structure to come out ahead of other suppliers.

“There is a comfort in knowing we can rely on key players in your company and an assured expectation for a professional level of service and communication, quality product and installation,” Tony explained.



Alex Pfeifer (RRU), Tony Ruffolo (RRU), and Greg Johnston-Watson (MVCC.)

There was a need for ongoing dialogue and frequent on-site visits, so Matrix's local presence became a key driver to the success of the project. The ability to collaborate in-person with **MVCC's Victoria-based Project Manager, Greg Johnston-Watson** and **Lead Technician Cory Gingras** allowed decisions and adjustments to happen quickly as conditions changed onsite:

“There was need for on-going dialogue and frequent on-site visits. There were so many scheduling decisions that needed to be adjusted and accommodated, change orders to be addressed and actioned that need immediate attention at times. It was much nicer to discuss something in person in real time than through phone or Teams exchanges.”

One of Matrix's key differentiators was its **"Techs Without Borders"** approach, which allowed the company to draw on expertise and resources from across its national team. By mobilizing technicians, programmers, field engineers, and support staff from multiple locations, Matrix was able to provide RRU with the confidence that the project could be successfully delivered despite its complexity. This flexibility and proven ability to scale resources when needed was a significant advantage throughout the project and one of the reasons RRU selected Matrix as its integration partner.

THE IMPACT: BETTER EXPERIENCES FOR ALL

Today, the John Horgan Campus delivers a seamless hybrid learning experience that supports both academic and community use. Faculty can confidently walk into any classroom knowing the technology experience will remain consistent across campus. *"We have created a level playing field where an instructor can use the same presentation technology in any classroom on campus,"* Tony explained. The meeting and collaboration spaces are also frequently used for special and community events, expanding the campus's impact beyond education alone. Tony believes the upgraded technology directly supports RRU's broader mission and values:



"RRU operates with a vision of inspiring people with the courage to transform the world. Three core values define our culture: Caring, Creative and Courage. All these values are strongly supported and reflected in our approach to presentation technology in these classrooms. We have provided them with reliable, intuitive, and high-quality presentation technology options that enables our users to operate at their highest potential without distraction or frustration."

By reducing technological barriers, RRU has created learning spaces that encourage collaboration, accessibility, and confidence for every user.

A PARTNERSHIP BUILT ON COMMUNICATION AND TRUST

Reflecting on the project overall, Tony credited Matrix's communication and problem-solving approach as a major contributor to the successful launch:

*"Working with MVCC was a positive experience throughout the entire project. Compliments need to go to your **Project Manager, Greg Johnston-Watson**. His communication and collaboration was constant he kept us informed with information from all levels of the organization, at every stage of the project. There was always clear communication from Greg with an approachable and collaborative attitude, and dedication to problem solving on our behalf, to ensure we kept on track to completion. His professional attitude and the company's commitment contributed greatly to the project's resounding success."*



*"Not enough can be said about MVCC for their professionalism and dedication to the project. They displayed creative and knowledgeable problem-solving solutions when required and the flexibility to follow them through. Honourable mention to your **Lead Technician, Cory Gingras**, for his endless support, professionalism and technical expertise throughout this campaign. Also his commitment and due diligence in resolving all issues on the deficiency list. Their efforts ultimately ensured deadlines were met and the building successfully opened as planned."* - **Tony Ruffolo, Manager, Media Support Services at Royal Roads University**

FINAL THOUGHTS

For Royal Roads University, the John Horgan Campus project was about creating learning environments that support collaboration, accessibility, and modern hybrid education while aligning with the university's broader mission and values. By standardizing intuitive technology across campus, RRU has given instructors and students a more seamless and consistent experience that allows them to focus on teaching and learning rather than troubleshooting technology.

Looking ahead, the university plans to continue refining the spaces based on feedback from students, faculty, and institutional partners as users become more familiar with the systems and workflows. Tony emphasized the importance of communication and collaboration for institutions considering similar upgrades, encouraging universities to involve instructors, staff, and students early in the planning process to ensure the spaces are designed around real user needs:

"Talk to your instructors, staff and students. Offer them a voice, an outlet to express concerns and listen to them. Design and build with them in mind."

With the support of Matrix Video Communications Corp., Royal Roads University has created a future-ready hybrid learning environment designed to support evolving educational needs for years to come.



Interested in upgrading your institution's AV technology? Contact **Matrix Video Communications Corp.** to explore tailored audiovisual integration strategies for your organization. As an **OECM Supplier Partner** with over **32 years** of industry experience and thousands of successful projects, we provide consultation and design as well as installation, programming, training, and everything in between to deliver high-quality, scalable audiovisual solutions tailored to your needs.