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TECHNOLOGY SOLUTIONS ADVANCING EDUCATION



Poster Studio Express

VISUAL LEARNING TECHNOLOGY BEYOND THE PRINTER PURCHASE

When schools invest in visual learning technology, the decision involves more than just comparing printer specs. A wide-format printer might seem like a good deal at first, but it can end up sitting unused if teachers find the design software too hard to use or have to rely on one staff member to do all the printing. District administrators need to consider not only the cost of the equipment, but also how easily teachers can create materials for their lessons without taking on extra technical tasks.



Classroom adoption depends heavily on the relationship between content creation and printing. Many wide-format devices arrive with software originally developed for architectural drawings or commercial graphics. Such applications may offer extensive controls while demanding that teachers work through unfamiliar settings. Educational institutions benefit more from tools that accommodate classroom posters, instructional diagrams and subject-specific displays that do not require requiring graphic design experience.

The content must also support what students are learning in the classroom. Visually appealing materials are of little help if they do not match grade-level requirements. Administrators should look for design platforms that help teachers create curriculum-based materials while giving them the freedom to review and edit the results. Automated features can save preparation time, but teachers should always have the final say on accuracy and presentation. The ability to edit materials is especially useful when lessons or learning requirements differ across grades and subjects.

Teachers will be more inclined to utilize printing technologies that complement their current design practices. They tend to create graphics in familiar software and then move them over to printing software, whereby increasing the size of small graphics might cause a loss of clarity. The ability to link directly with commonly used design software is time-saving, while quality image processing ensures clear posters. When making a procurement decision, it is important to verify whether teachers are able to design graphics in the printing software.

Printing costs matter too. Equipment prices alone are not the full story when it comes to the cost of producing classroom displays over the course of a year. The amount of ink used will vary depending on the image coverage and the size of the paper will have an effect on the material cost. Schools should be asking for realistic cost per print figures and should be looking at software which will track ink and paper usage. Cartridge replacements and wasted prints are all part of the ownership cost.

> Poster Studio Express connects its Brightivity software to Canva, allowing teachers to access existing designs and print enlarged visuals without separate file transfers.

Shared printers should not be reliant on a small number of trained staff. Easy network access and setup allow teachers to print independently. When trained staff leave, others may struggle to use the equipment. Service agreements should specify response times and provide training for new staff. Design support can also be of great help to teachers when they're short of time to produce their own materials.

Poster Studio Express offers wide-format printers with Brightivity, its design software made for K-12 schools. The platform uses AI to help create curriculum-based posters and makes it easier to design classroom visuals. **Poster Studio Express** connects its Brightivity software to Canva, allowing teachers to access existing designs and print enlarged visuals without separate file transfers. Its PrintCents feature estimates paper and ink expenditure before printing and identifies insufficient ink supplies. Network-based printing lowers dependence on complicated driver installations. The service model also includes teacher training, graphic design assistance and on-site technical support, with five-year warranties available on most printers. These capabilities address districts requiring accessible classroom printing alongside predictable material expenses and continuing staff assistance. ET

Poster Studio Express

Making Classroom Visuals Easier to Create and Print

Wide-format printers give schools the capacity to create large classroom visuals, but technical barriers often prevent teachers from using them to their full potential. Recurring breakdowns, complicated setup and connectivity problems can leave equipment idle, while limited training restricts printing to a handful of staff members. Poster Studio Express helps schools put that capacity to practical use through education-focused software and simplified installation.

Most wide-format printer software serves architecture, engineering and construction professionals who need technical drawings and blueprints. Poster Studio Express developed Brightivity specifically for educators, combining classroom-focused templates and design tools with AI trained on curriculum standards. The software helps teachers create educational posters without navigating workflows built for technical specialists.

"We wanted to give teachers every tool available with the latest technology but make it simple enough that anyone can sit down and use the software and print great posters quickly and easily," says Mark Marais, founder and president.

Building around the Classroom

Brightivity's direct Canva integration lets teachers access their existing designs within the platform and send them directly to print without downloading and transferring files between applications. Its AI upscales lower-resolution Canva exports to help maintain image clarity when designs are enlarged for poster printing. Driverless installation and network-based printing further simplify setup and access.

For schools that print classroom materials regularly, predictable operating costs matter as much as ease of use. Poster Studio Express has conducted extensive testing of its printing costs using its own printers. Depending on the content, a 24-by-36-inch poster can cost as little as USD 1.30 for paper and ink.

PrintCents gives schools greater visibility into those expenses before printing begins. The technology estimates paper consumption by media type and ink use through statistical modeling based on tests involving hundreds of posters for each printer model. It displays estimated material costs and warns users when a cartridge may lack sufficient ink for a job, helping staff assess the expense before proceeding.

Hardware maintenance also affects the long-term cost of school printing. Poster Studio Express offers printers that eliminate the additional maintenance cartridges required by some competing brands. The Express A and B packages include five years of coverage, while most other packages include two years. Most



Mark Marais, Founder and President

printers also come with next-business-day on-site service, helping schools address technical issues promptly.

Support That Extends Beyond the Printer

School printing needs extend beyond software and equipment. Staff turnover can leave teachers unfamiliar with printing systems, while network and firewall changes create technical problems. Poster Studio Express provides three levels of technical support to help schools resolve these issues. Its US-based graphic design team in Charlotte, North Carolina, also creates posters for teachers who lack time to design their own materials. The team returns completed files through Brightivity, allowing teachers to send them directly to print.

Oaklawn Language Academy in Charlotte shows how the company accommodates specialized classroom requirements. As a Spanish immersion school, it needs educational visuals in Spanish and English. Brightivity's five-language support allows teachers to create posters in both languages. For annual events, the school also needs 64-inch-wide posters, which its 36-inch printer cannot produce. Poster Studio Express prints the larger posters at its office and ships them to the school.

The company continues to expand Brightivity's capabilities. Its next version will allow teachers to edit AI-generated posters, giving them greater control over the finished material. Poster Studio Express is also working on large-format e-paper displays that could receive updates through Brightivity without requiring a constant electricity supply.

By making educational poster creation and printing more accessible, Poster Studio Express helps schools bring visual learning materials into everyday classroom use. Its education-focused technology and practical support have earned the company recognition as Top Visual Learning Technology 2026. ET



VALLEYMEDIA, INC. 600 S ANDREWS AVE STE 405, FT LAUDERDALE, FL 33301
editor@educationtechnologyinsights.com
PH: 510.565.7560