logitech | zoom

University of California, Berkeley,
School of Optometry and Vision Science

Transforming optometric pedagogy at the Emeryville Clinic with Logitech and Zoom

"This transformation will prove modern tech solutions streamline operations without compromising quality, opening new doors for collaboration and equitable participation."

- MATTHIEU KAMINSKI, PROGRAM DIRECTOR

Overview

Berkeley
Herbert Wertheim School of
Optometry & Vision Science

As a leading institution in optometric training and vision research, the Herbert Wertheim School of Optometry & Vision Science at the University of California, Berkeley (UC Berkeley) aimed to accelerate its transition to hyflex learning and establish a sustainable hybrid education model while ensuring equitable access for all students. The construction of a new clinic, set to open in mid 2026, provided a unique opportunity to redefine medical facilities with state-of-the-art AV systems powered by leading cloud-based platforms such as Zoom. By harnessing cloud technology alongside Logitech video conferencing solutions, the school not only achieved a highly efficient and cost-effective alternative to traditional AV deployments but also unlocked even more powerful features, enhancing the overall learning experience.

SCHOOL UC Berkeley School of Optometry and Vision Science, Emeryville Clinic

FOUNDED 1868

INDUSTRY Higher education

SOLUTIONS Logitech Rally Bar
Logitech Rally Streamline Kit
Logitech Tap IP
Logitech Scribe
Logitech Spotlight
Logitech Rally Mic Pods
Zoom® Rooms with HIPAA-compliant integrations

Challenge

UC Berkeley's School of Optometry & Vision Science sought to modernize its optometric education by transitioning from costly legacy AV systems to trusted platforms like Zoom and Logitech. Traditional AV systems were not only expensive to deploy and maintain but also lacked the flexibility needed to support evolving educational needs. In contrast, cloud-based solutions offered a cost-effective, scalable, and adaptable alternative, creating dynamic hybrid learning environments.

During the project's initial scoping, several key limitations in the existing infrastructure became evident:

High deployment costs and maintenance: Traditional systems required significant investment to implement and maintain. These expenses posed challenges during a period of constrained budgets and limited resources.

Lack of flexibility: Legacy setups could not adapt to the diverse requirements of physical, remote, and hybrid teaching scenarios—particularly in medical education, where seamless transitions and adaptable demonstrations are critical.

Collaboration barriers: Remote and hyflex learners struggled to engage effectively, hindering their ability to participate in patient simulations, live demonstrations, and interactive clinical training.

Faced with these challenges, UC Berkeley's School of Optometry & Vision Science launched an initiative to fundamentally transform this future teaching space, prioritizing low-cost, highly scalable solutions that could adapt to present and future needs.

Solution

To address these obstacles, Matthieu Kaminski, Program Director of the Office of Virtual Learning Initiatives at Herbert Wertheim School of Optometry & Vision Science, University of California, Berkeley, turned to Logitech and Zoom. He needed tools that could meet the demands of modern optometric education while delivering immediate results.

"Logitech and Zoom offered us turnkey solutions that allowed us to create engaging, scalable learning environments practically overnight. During a time of uncertainty, their reliability is invaluable."

- MATTHIEU KAMINSKI

Kaminski is currently implementing more than 40 Zoom Rooms, creating flexible teaching and treatment spaces. These setups support hybrid teaching, immersive learning, and the potential for telehealth integration, enhancing both in-person and remote learning experiences. The solution includes:

Logitech Rally Bar Mini, known for its user-friendliness and ability to support dynamic collaboration. The video bars offer audio and video clarity, creating engaging environments for live medical simulations and telehealth workshops.
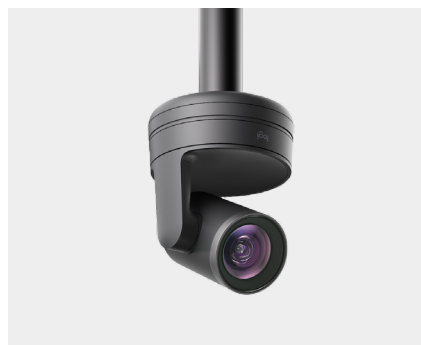
Logitech Rally Camera Streamline Kit, designed for exam rooms, collaboration spaces, and small and medium-sized classrooms. The kit integrates with Logitech Sync for device and space management, enabling remote diagnostics and troubleshooting.

Logitech Tap IP, which simplifies navigation and provides intuitive controls for instructors.

Zoom HIPAA-compliant capabilities to allow for virtual health assessments, which make it possible for students and educators to blend training sessions with real-world applications.

Results

The shift to cloud-based systems ensures scalability, improves user experience, and enables broader access to educational offerings, including telehealth. The success of this transformation serves as an inspiration for other institutions to adopt similar cloud-based AV solutions, offering equitable and future-proof learning environments. Some transformative highlights include:

- **Scalable infrastructure:** With Zoom Rooms and Logitech systems, UC Berkeley Optometry expanded its capacity for hybrid education at minimal cost, ensuring long-term sustainability.

- **Enhanced collaboration and inclusivity:** Tech-driven solutions enabled equal frames of reference for both in-room and remote learners, helping student communities connect more deeply to course materials.

- **Cost savings and efficiency:** Unlike traditional systems, Logitech's technology minimized routine maintenance, significantly easing operational costs.

- **Broader access:** Remote-learning capabilities allowed students from underserved regions to join top-tier medical education programs, emphasizing inclusivity.

The success of Berkeley's initiative has created a blueprint for institutions worldwide. Through scalable tools like Logitech and Zoom, the school's Emeryville clinic will demonstrate how modern AV systems can replace outdated infrastructures to deliver flexible, cost-effective, and engaging learning environments.

"This journey underscores the importance of collaboration and adaptability. As we look ahead, we are excited to expand on this success and inspire others."

- MATTHIEU KAMINSKI

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