

BOSE

PROFESSIONAL

CASE STUDY - PLACES OF WORSHIP | SOUTHCREST CHURCH





FROM CATFISH TO A 50,000-SQUARE-FOOT CAMPUS: SOUTHCREST CHURCH'S MISSION TO UNIFY

Since 2000, SouthCrest Church has had a single-minded vision to connect people to Jesus and to one another.

From its humble beginnings of gathering together in a catfish restaurant on Sundays to its current home in a 50,000-square-foot renovated warehouse, the SouthCrest community approaches everything it does with commitment and grace.

Given the original nature of the church building, the large, open structure provides room to grow but also unique audio challenges that may not be present in more traditional structures.

Matt McFadden, campus pastor, directs the creative arts endeavors at SouthCrest. Having joined several years ago, he now puts his experience as a touring musician and in live music to good use. His role as both a band member and sound system technician provided the combination SouthCrest needed to identify its audio needs and the structure's limitations.

McFadden's goal was to evolve the audio experience to support the church's mission and bring the worship environment as well as the media used to the level needed to engage all ages.

HOW SOUTHCREST MAKES USE OF ITS MASSIVE SPACE TO BRING SOMETHING FOR EVERYONE

The numerous spaces within SouthCrest Church were used in a variety of ways, with each area providing opportunities to gather together or in smaller groups depending on age or meeting purpose.

Separate from the main worship area, SouthCrest has a large student area where youth of varying ages can gather, worship, and engage with peers. The children's area includes caregiving, space for Bible study, and play areas. Along with the medium-sized theater used for a variety of performance activities, there is also a café where all can meet up for a beverage or snack before and after services.

The main worship auditorium provides seating for up to 700 members, and SouthCrest needed the ability to balance clear, intelligible speech and a range of live music. It was critical for audio levels to be comfortable to listen to throughout the entire space while fostering inspiration and nurturing togetherness.

"We learned that some of our members couldn't attend parts of the service because the sound was too harsh to enjoy comfortably. This drove home how critically important the balance between volume and control truly is," shared McFadden. "Ultimately, we knew we needed to deliver a



warm, rich audio experience for both speech and music that reached everyone, no matter where they were sitting.”

Like many faith-based organizations, budget priorities meant the final audio solution would need to deliver an ideal experience, while being flexible and future proof to make expansion into other areas possible. SouthCrest had worked diligently to leverage their volunteers, in-house knowledge, and the equipment available — including a variety of loudspeakers — but soon realized it was time to bring in an audio expert with experience in the unique needs of churches.

McFadden reached out to Don Allensworth, founder and president of The NewGround Group. Allensworth led them in assessing their worship space, identifying what SouthCrest’s vision was and establishing an understanding of audio and how Bose Professional tools and solutions would help them reach their goals.

SHOWMATCH AND MORE DELIVER COST-EFFECTIVE, FLEXIBLE AND FUTURE-PROOF AUDIO

“I was very excited at the prospect of having Bose Professional technology in our worship space,” said McFadden.

McFadden’s initial hesitancy quickly faded after first walking through what the space could sound like with the use of the

Modeler software, then experiencing it in real time.

“I couldn’t believe we were finally getting the audio sound and tone we’d hoped for all these years,” he added. “The combination of richness and volume that wasn’t severe or uncomfortable to hear made us all so incredibly happy.”

The resulting solution consisted of four separate loudspeaker arrays made up of the ShowMatch DeltaQ

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— Matt McFadden
Campus Pastor, SouthCrest Church

SM10 and SM20 full-range loudspeaker modules. Each delivered 10° and 20° of nominal vertical coverage and included field-changeable waveguides offering 70° or 100° horizontal coverage.

The ShowMatch SMS118 subwoofer extended the low-frequency response down to 29 Hz, balancing out the sound and providing a rich, vibrant quality to both voice and music.

The system used ControlSpace digital signal processing, and each array included PowerMatch PM8500N power amplifiers. The effect delivered smooth, intelligible, full



sound that appealed to the younger members, yet was enjoyable for everyone.

“Audio can behave in interesting and challenging ways, and there’s only so much you can do when making adjustments to improve the sound within a space,” stated Allensworth. “By calling in support to help you navigate a perplexing audio situation, you can address current needs while planning for future needs, as well. Plus, you have an opportunity to gain a deeper understanding of the audio within your space.”

The proprietary DeltaQ technology defines the next generation of loudspeaker arrays with its selectable coverage patterns for a more precisely directed sound to the audience area. Churches have similar needs as other live music venues, like low-end frequency and fullness of sound, and the challenge is providing clarity in the spoken word and music within very uniquely shaped spaces.

POWERFUL AUDIO READY TO SCALE WITH SOUTHCREST’S CONTINUED GROWTH

The results are bringing a new level of enjoyment to weekly services.

“We’ve had several members comment on how wonderful the service was, noting specifically that they could hear individual singers as well as the sermon,” states McFadden.

Like the musical score of a motion picture, the Bose Professional sound system enhances the overall worship experience without being overt.

“It’s important that any technology used enhances the delivery of the message. We never want technology to be in the way,” added Allensworth. “Bose Professional provides transparent audio tech and delivered the smooth, rich audio this space so desperately needed.”

With the church in a revitalization mode, church leadership wanted to create a welcoming, joyous destination for people each week, and they understood quality sound plays an important role these efforts. The first time McFadden and others heard the system he said, “We were blown away at the incredible sound experience.”

Thinking back over the experience of working with the Bose Professional team, McFadden adds, “The customer support from Bose Professional was excellent. Don and the team worked hard to get the space sounding right. This pleases both the musician and technician in me. Bose Professional solutions are a perfect fit for houses of worship — the sound is exceptional.” ■



SYSTEM COMPONENTS

- ShowMatch SM10 DeltaQ** array loudspeaker
- ShowMatch SM20 DeltaQ** array loudspeaker
- ShowMatch SMS118** subwoofer
- PowerMatch PM8500N** power amplifier
- ControlSpace ESP-1240A** digital signal processor

ShowMatch DeltaQ

Integrating DeltaQ technology, ShowMatch features replaceable waveguides that allow changing coverage and asymmetrical patterns, in compact enclosures optimized for both installation and portable applications requiring the best possible (top-class) sound quality.



ControlSpace DSP

Choose from a variety of flexible and easily configurable engineered sound processors focused to deliver the audio performance and ease-of-use businesses depends on. Sound processors create versatile, easy-to-control sound systems that enable source selection, routing and general processing for a predictable solution to nearly any project.



PowerMatch PM8500N

The PowerMatch PM8500N configurable professional power amplifier provides concert-quality sound with a high level of scalability and configurability for fixed installation sound reinforcement systems. Ethernet-based networking enables configuration, control and monitoring, and an expansion slot supports input from optional digital audio accessory cards. PowerMatch amplifiers utilize numerous technologies to deliver an unprecedented combination of performance, efficiency, and ease of installation — all in a reliable, proprietary design.



Bose Professional serves many different markets, delivering great sound in venues all around the world — performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood — not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team behind you — our time, support, and attention. We see every purchase as the beginning of a partnership.



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