

The Bose logo, featuring the word "BOSE" in a stylized, italicized, sans-serif font.

PROFESSIONAL

## **Connect Church Incorporates Bose Professional Technology to Ensure Its Worship is Focused on Community**

*Bose Professional AMM Multipurpose Loudspeakers Provide the Versatility and Performance for a Modern Worship Style*

**FRAMINGHAM, Mass. — April 5, 2022** — [Bose Professional](#) has announced that Connect Church, located in Cherry Hill, New Jersey, has incorporated the new AMM multipurpose loudspeakers in their community-focused approach to worship. Founded in 1998, Connect Church is built on a foundation of a multi-ethnic, multi-cultural and multi-generational community. Its unique approach to weekly worship creates a sanctuary and gathering spaces that are less traditionally structured and more family-gathering in feel.

When considering the meaning of community and how this concept was incorporated throughout their church, Pastor Kyle Horner and his team looked for ways to create a family feel and began by reconfiguring the sanctuary. Moving the focal point of each service away from one end of the room to the middle, it placed their worship in the center of their gatherings — enabling more people to see each other and feel engaged.

Utilizing the AMM loudspeakers, integrator Whitaker Technologies was able to address the challenges of the rectangular-shaped space with its 16-foot ceilings, creating a theater-in-the-round layout with seating surrounding the central focus of worship.

With its passive, coaxial two-way design and purpose-built versatility, AMM loudspeakers can be deployed as mains, monitors, fills or delays in portable setups or permanent installations, providing the output, flexibility and clarity needed without the complexity.

“We were blown away by the low profile, ease of installation and the design flexibility of the AMM product line,” stated Kevin Whitaker Sr., founder and co-owner of Whitaker Technologies. “With a focus on creating a welcoming environment, we used Bose Professional products throughout and now have an ideal audio experience from the parking

area, through the lobby and the children’s area, and into the sanctuary, enveloping members in the ideal experience.”

For more information on the Connect Church project and its custom audio solution, please visit [PRO.BOSE.COM/ConnectChurch](http://PRO.BOSE.COM/ConnectChurch).

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**Photo file 1:** Bose\_ConnectChurch\_Lobby.jpg

**Photo caption 1:** Connect Church’s welcoming lobby incorporates multiple seating group areas to visit while enjoying a café treat.

**Photo file 2:** Bose\_ConnectChurch\_Sanctuary 1.jpg

**Photo caption 2:** Connect Church sanctuary creates a theater-in-the-round space supporting an inclusive environment.

**Photo file 3:** Bose\_ConnectChurch\_Sanctuary 2.jpg

**Photo caption 3:** The sanctuary at Connect Church embodies a community approach to worship.

**Photo file 4:** Bose\_ConnectChurch\_Sanctuary 3.jpg

**Photo caption 4:** Incorporating natural elements, comfortable furnishings and high-quality Bose Professional audio creates a unique and enjoyable service for its diverse congregation.

#### **Legal Disclaimer**

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#### **About Bose Professional**

Bose Professional is the division of Bose Corporation dedicated to pro audio ingenuity — including portable PA systems, conferencing solutions, and installed sound systems. The company’s spirit of invention and passion for excellence can be found all around the world. In workplaces, houses of worship, lecture halls, restaurants, retail stores, hotels, and more — for 50 years — Bose Professional has partnered with working musicians, mobile DJs, AV integrators, system designers, installers, and consultants to build incredible audio experiences.

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