



Sound Image Completes AV System for the Ages

Tempe, AZ---Celebrating over 36 years of delivering world-class communication solutions, Southern California Sound Image Inc. (<http://www.sound-image.com/>) today announced the completion of a future-ready AV system in Christ's Church of the Valley in Peoria, AZ.

Best known for its dazzling audio reinforcement for entertainment superstars like Eric Clapton, Rod Stewart, Jimmy Buffett, Brooks & Dunn, and Toby Keith, Sound Image worked closely with Sound Technology Consultants of El Cajon, CA to bring the new AV system to life.

The core development group was senior associate Jeff Miller of Sound Technology Consultants and the team at Sound Image AV Installation and Technology in Tempe, AZ.

To accommodate its growing congregation, Christ's Church of the Valley built a new 113,850-square-foot worship center in 2003-2004. Today, 9,000 people attend weekly services there. The sheer size of the sanctuary presented significant challenges for the new AV system design. The system had to accommodate the expansive interior of the new church, while providing future broadcast capability.

The size of the main sanctuary was the most daunting challenge, said Sound Image specialists. It features 3,000 seats with room for 1,500 worshipers on the main floor. There are 1,500 more stadium-style seats, a conference center, and meeting rooms. "The space presented SI with unique acoustical problems— a lack of reflective surfaces and concave walls at the back of the stage and main seating areas that produced unwanted sound reflections," explained a Sound Image spokesperson.

SI created acoustical treatments for the ceiling with "clouds" absorptive material, and applied material to the wall surfaces to eliminate sound reflections in the stage and main seating areas.

To provide clarity and musical reproduction in the space required, Sound Image (SI) installed three speaker clusters in a left-center-right (LCR), and a cross matrixed configuration above the main platform. Four three-way Renkus STX loudspeakers and two Renkus TRX two-array cabinets serve as down-fills within each cluster.

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Eighteen QSC CX1102 amplifiers power the main cluster, while 21 amps serve as delays, front-fills and down-fills. Several QSC CX602V and CX204V amps power the 70V distributed systems for auxiliary areas in the back of the church.

Out front, the team used a live console for mixing and installed five Biamp AudiaFLEX DSP (digital signal process) boxes. All of the signal routing and loudspeaker processing for the church is provided by AudiaFLEX devices that can be equipped with up to 24 input/output cards. While the system currently routes eight channels, it can expand to 64 signals, 32 each way.

All of the church's AV operations are orchestrated from a custom, broadcast-quality control room created by Sound Image. The team used an advanced SDI (serial digital interface) routing matrix for the backbone of the video system and six Panasonic AW-E800A cameras outfitted with AMX pan/tilt systems serving the control room from the sanctuary floor.

For the video display, SI installed a pair of Stewart Filmscreen 15x20 custom, rear-projection screens and Sanyo PLC-XF45 video projectors. The team used a Ross Synergy 2 digital production switcher for video switching and a Pinnacle CineWave Classic system for video editing capabilities.

The new audio system delivers high-quality sound to the sanctuary and throughout the church. "The video system provides clear access to everyone wherever they may be seated. The system is designed so that closed-circuit feeds can be sent to remote sites. In the future, as the church expands its ministry to other locations, a sermon delivered here can be beamed anywhere," explained the Sound Image spokesperson.

"We have been privileged to accommodate many challenging and satisfying projects since we opened our AV Installation and Technology facility here in Arizona in 2003," SI said. "This state-of-the-art facility allows us to provide superior service for our clients while expanding our capabilities. It's clear to us that our customers want an AV company with turnkey capabilities that will be around next year. We look forward to delivering superior AV services today and tomorrow." He added, "We're in it for the long haul."

Sound Image's facility in Tempe AZ, along with its corporate headquarters in Escondido, CA, and Touring Division in Nashville, TN, combine over three decades of turnkey audio visual integration experience with a comprehensive understanding of commercial, professional and religious venues to deliver complete AV solutions — including full audio, video, acoustics, lighting and control systems — or a wide variety of customers throughout the Southwest.

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About Sound Image

Southern California Sound Image Inc., is a world-class designer of advanced audio-video systems for stadiums, resorts, casinos, hotels, theme parks, corporations, churches and museums. The company is currently celebrating 36 years of bringing state-of-the-art communication solutions to businesses, homes and concert venues. For more information, please visit <http://www.sound-image.com> or call AV installations and Contracting Division, 480.483.6422.

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EDITOR'S: Sound Image design and installation specialists are available to discuss this project with you. Please contact us for additional information, etc. Thank you. Jean Sutherland, Horizon Marketing, 760-602-0088 or 412-343-7272.