

# Peavey Electronics

*Questions answered by Tony Moscal, Senior Manager of Marketing & Product Development*

## **1. How does Peavey differentiate itself from other companies targeting the H.O.W market?**

For starters, Peavey is the only company that offers a full product line designed specifically for houses of worship, period. Since we've worked with churches for so long, we know the problems many of them face. In many cases, volunteers with little audio experience are running the sound; they need flexible gear with intuitive controls and ease of use that can accomplish a wide range of tasks. They also need products that preserve the aesthetics of their sanctuaries. Those are the main considerations that inspire and inform our Sanctuary Series.

## **2. What are some of the most frequently mentioned concerns that the average church has when trying to create better sound?**

Church leaders we encounter say that getting a quality sound with good intelligibility is often the most difficult part of working with their current systems. We developed what we call Mid-Morph EQ to simplify that process. Mid-Morph EQ is a tone control on each channel of our mixers that cuts muddy low-mids when rotated counterclockwise and boosts the vocal range when turned clockwise. Either way you turn it, you're likely to improve the sound and intelligibility of that channel.

## **3. What have been some of your innovations in helping churches perfect their sound?**

We've developed technologies like Automix, which is a hands-free mixing system which automatically adjusts the levels of lavalier mics and pulpit

mics and eliminates comb-filtering effects. Another is Auto Delay, which makes setting delay or under-balcony speakers as simple as pressing a button. We also offer the patented automatic Feedback Ferret to control unexpected squeaks and squeals.

## **4. If you could give the HOW market advice on what to look for when purchasing sound equipment, what would it be?**

The sound system shouldn't be afterthought to your worship service. It should really be planned in conjunction with the architect at the blueprint stage, but that's not always possible. Regardless, you should always seek professional assistance, just as you would hire an architect to design the physical structure. An audio contractor will map your sound system according to the shape and texture of the walls, floors and ceilings, and take into account balconies, alcoves and the type of worship service being celebrated. There is no "one size fits all" in church sound! Peavey has a "Find Dealer" search engine for locating local audio professionals at [www.sanctuary-series.com](http://www.sanctuary-series.com)

Also, we encourage church leaders to consider their 5- and 10-year expansion goals. You want to make sure that your system is expandable. Even if your congregation is more or less static, you should always have more power and inputs to your system than you use during an average service.

Aside from our exclusive features and quality, Peavey products are priced agreeably for most churches, and they can actually afford to upgrade beyond their current needs

with our Sanctuary Series. PVF, Peavey's in-house finance company, specializes in helping churches obtain the systems they need.

## **5. What is the average congregation size that uses Peavey products?**

Most worship centers that use Sanctuary Series products house up to 500 congregants, but where that product line leaves off, MediaMatrix and Crest Audio pick up. MediaMatrix pioneered the computerized audio systems you find in the Sydney Opera House, London Heathrow Airport and theme parks and football stadiums, but you'll also find those systems in large churches that need paging and a highly flexible input/output structure. Crest Audio earned its name as a touring-sound manufacturer, but it also makes plenty of gear that is perfect for large churches—including the expandable HP-W mixing console, an acronym for "Houses of Praise & Worship." We're releasing it this spring.

## **6. What do you foresee as the next big thing in the HOW market for Peavey?**

Technology is always advancing, and that's the reason why Peavey is here. Hartley Peavey, the founder and CEO of this company, is always challenging us to "dare to be different!" In that spirit, we're developing house of worship-focused products across all of our divisions, as well as new technologies to make pro sound a reality for all worship facilities, regardless of size or budget. Wherever the market goes, one thing is certain: Peavey will be there with a reliable, innovative sound solution.