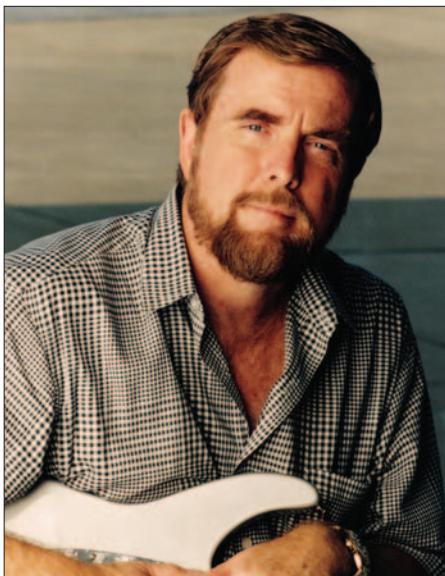


## Feature Focus

- Interview: Hartley Peavey Talks About Peavey's New "Sanctuary Series"
- CASE STUDY: Immanuel Lutheran Church, Watertown, WI
- Helping Those With Audio Disabilities in Your Congregation

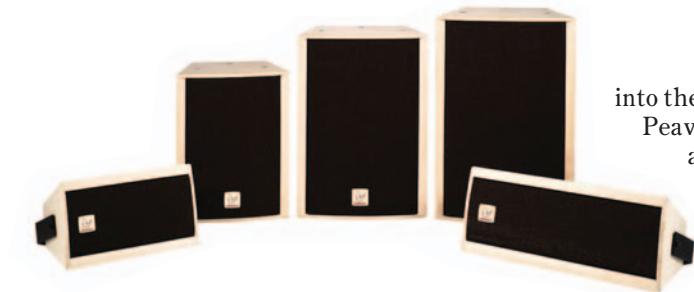
# Spotlight on Audio

## Interview: Hartley Peavey Talks About Peavey's New "Sanctuary Series"



Peavey's new Sanctuary Series, which will be available in March, features a line of all-new innovative audio products and collateral materials dedicated to maximizing the sound and aesthetics of houses of worship.

"The motivation to create this series was a number of factors," said Hartley Peavey, president of Peavey Electronics. "We have always been active in supporting church-related projects, such as seminars, for example. It just occurred to me that most churches have some rather specific requirements that generic sound



products oftentimes don't answer. So, we designed a series of products specifically for the worship environment."

Peavey says, "Simply put, we are addressing a specialty need with a specialty product. Right now, many people are trying to fix specific problems with generic solutions. The most elegant response to a problem is a specific solution. Peavey is selling specific solutions. The sign of a mature marketplace is specialization."

The Sanctuary Series includes mixers with built-in Feedback Ferret, automatic feedback elimination and Automix technology, a feature that can automatically switch from lapel to pulpit microphones and even mute mics not in use, minimizing ambient noise.

The Sanctuary Series products are also designed to preserve the subtle aesthetics of a church's sanctuary with unobtrusive loudspeakers available in white, black and unfinished, stainable wood for color matching to any décor. These enclosures are also mountable and flyable from virtually any location in the sanctuary, ensuring that the audio system blends as seamlessly as possible

into the architecture.

Peavey's support materials, including the popular *Celestial Sound* brochure and Web site ([www.sanctuary-series.com](http://www.sanctuary-series.com)), are informative resources

featuring instructional articles on how to maximize the system. Another feature of the Web site is the Churchwise audio installation and training course.

As further sign of Peavey's commitment, internationally renowned praise and worship sound expert Kent Morris will host instructional seminars to teach church leaders the basics of audio, acoustics, loudspeaker placement and how to set up and operate Sanctuary Series audio systems.

Sanctuary Series is Peavey's commitment to making pro audio easy and cost-effective for worship centers.

"Many churches believe that the more money you spend, the better system you get, and that's not true," said Peavey. "At Peavey, we're always trying to find a better way, for less money, to solve problems. We're all about solving problems and making the world a better place."

And, there is more to come.

"Over the next few months, we'll be introducing even more exciting new products to go along with the Sanctuary Series that are specifically designed for the sanctuary," said Peavey.

RPN