

Pioneer

CASE STUDY

GREATER MOUNT MORIAH

CHARLOTTE, NORTH CAROLINA

Pioneer Pro Audio Overhauls Sound System at
Historic North Carolina Community Church



GREATER MOUNT MORIAH

PRIMITIVE BAPTIST CHURCH

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Caleb Baker | Music Maker USA

Located in the heart of Charlotte, North Carolina, the historic Greater Mount Moriah Primitive Baptist Church has been a pillar in the community since it was founded by a small group of residents of the First Ward in 1891. The popular church not only boasts a music program led by recording artist Christopher Ervine, every Sunday morning, the choir, band and praise team lift churchgoers up with a powerful and modern take on traditional Gospel music. Since being founded, the church has been relocated and reconstructed numerous times to better serve its growing congregation and its worship needs. In 2001, construction began on a new sanctuary and family life center. The building was completed in 2002 and the Mt. Moriah congregation soon began attending services in the new facility.

THE CHALLENGE

The existing sound system at Mt. Moriah was initially designed to enhance and project spoken word but did not adequately serve the musical needs of the ministry. The church leaders knew as their music programs grew, they needed to upgrade to a more versatile and robust sound system. Music Maker USA was tasked with designing and installing a sound system that would acoustically elevate the sanctuary and bring a higher level of audio intelligibility to the worship space.

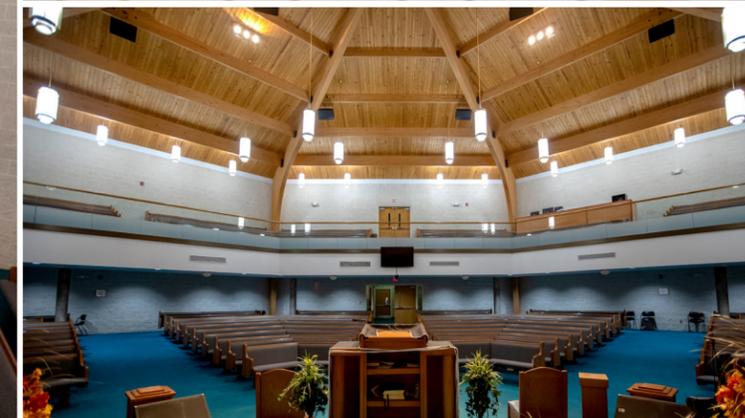


THE SOLUTION

Music Maker USA selected Pioneer Pro Audio as the sound provider given a longstanding respect for the quality of products the company provides. When asked why they decided to partner with Pioneer Pro Audio, Caleb Baker of Music Maker USA said, “We have always respected the integrity of both the Pioneer brand name and the company. We were excited to use the Pioneer Pro Audio line to provide exactly what our customer needed for this project and have been amazed by the performance of the products.” Music Maker USA outfitted the sanctuary main floor and balconies of the Greater Mount Moriah Primitive Baptist Church with a total of eight XY-122 speakers and complimented it with two of the XY-218S subwoofers.

THE RESULTS

The audio results were immediately notable and acoustically exceptional. Since then, the church ministry has received nothing but positive comments to share with the Music Maker USA team for their audio installation and the products they selected. The speakers now provide consistent coverage and great tone, something the ministry sought for its time of worship. They also noted that the speakers are aesthetically pleasing in the space. Since project completion, they have used the sound system for every Sunday morning worship and several community events.



For more information about Pioneer Pro Audio, please contact:

David Sullivan - Pro Audio Sales Manager
Pioneer DJ Americas, Inc. 2050 W. 190th St, Suite 109, Torrance, CA 90504
david.sullivan@pioneerproaudio.com

About AlphaTheta Corporation (former company name: Pioneer DJ Corporation)

AlphaTheta EMEA Limited is the subsidiary of AlphaTheta Corporation responsible for sales and marketing in EMEA. For more than 20 years, the Pioneer DJ brand has been a market leader in the design and production of innovative DJ equipment and software. The company works closely with DJs and clubs to deliver next generation products that inspire and shape the global dance music community and has recently launched a new range of musical instruments for production and live performances. Its portfolio includes brands such as TORAIZ, Pioneer Pro Audio and Pioneer DJ Radio as well as social platforms KUVU and DJsounds. AlphaTheta Corporation is a privately held company headquartered in Yokohama, Japan, and is led by President and CEO Yoshinori Kataoka.