



Vizual Symphony
Ideas in Focus

Case Study

User-Friendly AV Integration Enables Church to Enhance Online and In-Person Worship Experience

Background

In June 2019, Valley Crossroads Church of Pacoima, California, reached out to Bose, their speaker manufacturer, hoping to improve audio for in-person and online worship services. Knowing Vizual Symphony offered audiovisual solutions for churches and other organizations, Bose referred them to us.

Our team initially went to their location for a site visit to address their audio needs. However, we soon discovered their ultimate goal was to overhaul their sanctuary and leverage audiovisual technology to enhance the quality of their services, both online and in-person.

Problem

Before connecting with Vizual Symphony, Valley Crossroads Church was struggling with the quality of their worship services. They offered both an in-person and online worship option for congregants and visitors. Still, frequent glitches in audio and video, inconsistent connectivity, low-quality cameras, and poor placement of screens did not give them the level of professionalism and engagement they desired.

The church leadership did not believe the current AV set up was enough to facilitate the experience they wanted to provide for worship service attendees in their facility. Plus, as more and more congregants took advantage of the online option, they knew they needed to improve online and Livestream services too.

For viewers at home, the service productions and concerts were falling short. The church did not have the necessary cameras and equipment to capture the services fully. Even for in-person services, the lighting was off, and they had low-quality projectors, screens, and cameras they could not adjust. As a result, shadows covered the pulpit, and the service was unpolished and lacking in professionalism.

Solution

After assessing the Valley Crossroads Church facility and discussing the organization's in-person and online service issues with the staff, Vizual Symphony presented them with several options to enhance their productions. We took them to the equipment manufacturer's site so they could get an up-close-and-personal look at the options we suggested. Our team provided a demo at the facility, so the church staff could get a clear picture of how the cameras, screens, and other equipment components worked together to help them achieve their worship experience goals.

While Valley Crossroads Church was considering the best and most affordable option to meet their needs, they sought two quotes from different companies. They decided to move forward with Vizual Symphony. During this time, we got to know their Board members and won them over through building essential relationships and working with integrity. They also appreciated our competitive pricing and the fact that we have



Valley Crossroads Church

Location: Pacoima, California
Industry: House of Worship



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a full-service team that could handle all the project details, from start to finish.

In June 2020, the Board gave the church the green light to purchase camera integration and a new lighting package, including theater stage lighting. Due to the pandemic, the church had not been holding in-person services, so they were excited about using the new camera and lighting technology to enhance their Livestream services.

Once the Vizual Symphony team began the installation process, we discovered limitations in the sanctuary we needed to overcome. For example, several sanctuary cables were broken or frayed. Because the VS team includes electricians, we could fix the issues for them to keep their project on track without schedule setbacks. We cleaned up the cables and finished everything with the proper cable dressing, which significantly improved their entire setup. Our team also ran extra cables in the sanctuary in case they decide to add more to their system in the future.

Outcome

Valley Crossroads Church has now implemented the new camera integration and lighting package to make its online services as successful and engaging as possible. While they have not yet returned to in-person services due to the pandemic, they look forward to unveiling their new and improved worship experience to an in-person congregation soon.

In the meantime, having a better online service has made it easier for the church to continue meeting their congregants' needs for an immersive, engaging worship experience they can enjoy from the comfort of their homes.

The VS improvements to the worship services have transformed the church's service offerings. The lighting now focuses on the pulpit area. They also have various lighting options, including color changes, colorwash technology, scene changes, and lights they can adjust to focus on different areas of the stage to include the band and choir. They have three state-of-the-art, adjustable cameras, and they can effortlessly switch between the different cameras during the service to enhance the viewer experience.

Other new features include the ability to add content and sermon notes to the screen and Facebook Live service with ease. Vizual Symphony was able to take Valley Crossroads Church from a piece-mealed, rickety projector and screen display and poor lighting to a professional,

user-friendly camera and lighting system that transformed the experience for not only the congregants but also the church staff and volunteers.

Because Vizual Symphony has such an in-depth and personalized process for identifying the right equipment to meet unique needs, the church saved significant time and money. Rather than conduct their own research, purchase equipment, plan, install, and implement, they allowed VS to handle everything. This means they achieved optimal results in far less time than it would have required for them to complete the project on their own.

Satisfaction

The Valley Crossroads Church Board and staff are currently considering additional services from Vizual Symphony to upgrade their audio technology and incorporate large displays in the sanctuary. The church leadership appreciates that we have our own professional installers on-staff and offer an all-in-one-system that was priced well and could give them so much more functionality. While other companies offered la carte equipment, they could see how getting one comprehensive system from VS instead could streamline their efforts and make the upgrade more affordable.

Since integrating the new camera and lighting package, the Valley Crossroads Church staff, Board, and congregation have been optimistic and pleased with the results. Vizual Symphony completed the project on-budget and ahead of schedule while significantly improving the church's worship experience.

They no longer worry about poor lighting and a less-than-optimal online or in-person service. The versatility and user-friendliness of the cameras and lighting have allowed the staff and volunteers to experiment with different scenes and experiences to make the services more meaningful and enjoyable for the church congregation.

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