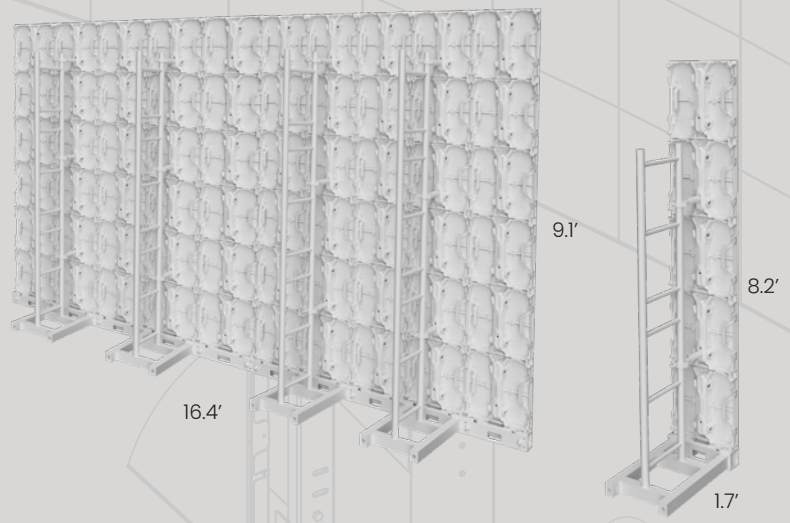




Sweetwater Sound Live Stage Production

Sweetwater is the nation's leading music technology and instrument retailer with over 2,300 employees and over \$1 billion in revenue. In the past 27 years, Sweetwater's award winning customer service has propelled them to grow into multiple facilities that total over 800,000 square feet across a 163 acre campus. GearFest Online is an annual event, featuring new gear demonstrations, interviews with world-renowned musicians, workshops, and giveaways to over 50,000 viewers.

Product: LW Series
 Panels: 60
 Resolution: 1,920 x 1,152
 Pixels: over 2 million
 Brightness: 1000 nits
 Refresh Rate: ≤ 3840



GearFest Online Broadcast

Over 50,000 See LW Series Featured On Stage



Project Summary

Sweetwater wanted to host a live online event. The staff jumped at the opportunity to use the newly opened Sweetwater Theatre as a home base. The plans included an extensive late-night TV style design featuring a live band and dynamic backdrop.

The Challenge

The Sweetwater Theater had already been utilized by numerous bands to stream live concerts online. The top-notch facility features the latest multi-track audio recording technology for live and produced events. To match the fan expectations for video production, Sweetwater sought to incorporate a durable and versatile stage set that is easy to maintain. This set had to be a prime example of what is possible for touring bands that play at a different venue every night. Quick setup/strike in a durable, portable panels were essential to make this product and event work.

The Solution

During the expansion of the Sweetwater building in 2019 and 2020, they began to search for a unique partner that would be genuinely invested in Sweetwater's projects and customers. Designed for production use, the LW Series panel met Sweetwater's need to enhance the audience's virtual experience not only for GearFest, but concerts, trainings and more in this theatre space.

For GearFest Online, Kent Morris (Live Sound Market Manager) was placed in charge of the Sweetwater Theater setup including stage design and broadcast. **"We found the ideal LED panels and product support from Neoti. The panels provided the specs our broadcast team needs, and durability our stage crew needs."**

Neoti's LW Series LED panels proved to be an excellent fit for the Sweetwater facility. **"Neoti's commitment to customer service to fuel growth is a perfect match for Sweetwater. We've been so impressed with their capabilities to meet our needs and also help provide vision to serve our customers with LED panels that can withstand months of touring yet still fit perfectly as a fixed installation in Houses of Worship."**

GearFest was a huge success with well over 50,000 viewers live and hundreds of thousands viewing later online.



Working with Neoti

When you work with Neoti, you'll receive the same consultative approach that Sweetwater experienced - and we'll make it easy. You get a trusted guide from concept to completion and beyond. We're fast with our replies, generous with our expertise, and genuinely invested long after install. There's a Neoti solution for every vision.