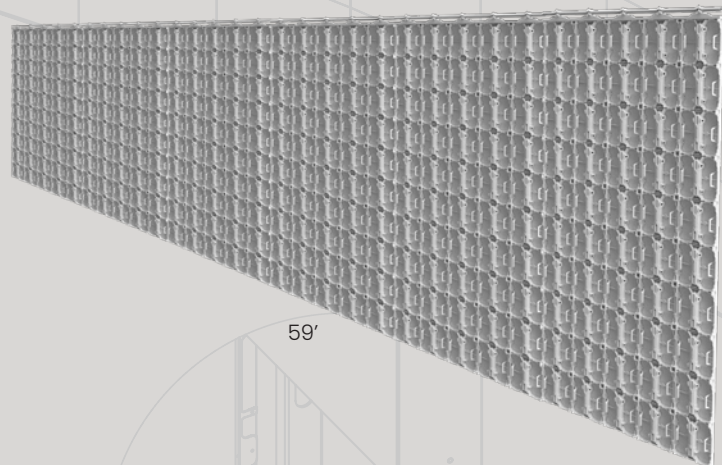




# Sweetwater Sound Training Center

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. With the rapidly evolving music technology industry, Sweetwater's sales teams are highly specialized in musical instruments and AV equipment. To keep everyone at the top of the industry, they created a large space that can serve multiple large teams for their routine product training sessions.

Product: LW Series  
 Panels: 360  
 Resolution: 6,912 x 1,920  
 Pixels: over 13 million  
 Brightness: 1000 nits  
 Refresh Rate: ≤ 3840



59'

16.4'

# Sweetwater Training Center Brings Weekly Updates to Sales Staff



## Project Summary

Sweetwater has experienced astounding growth the past decade. They have quickly risen to be the most respected sales and service resource in the music industry, winning countless awards. To continue nurturing the growth and expertise of their staff, a large training area was built to accommodate large groups of highly specialized sales and service personnel.

## The Challenge

The Sweetwater Training Center is a very large and active area of the campus. The sales and service staff need to be up-to-date on the constantly evolving music instrument and technology industry. To train their sizable staff, meetings are held in this large space where vendors can demonstrate and educate everyone about their products, while being broadcasted on a large production LED screen for the over 200 attendees. Multi sessions are needed every day so the stage and technology involved must be able to reset quickly and reliably.

## The Solution

During the expansion of the Sweetwater headquarters in 2019 and 2020, they looked for a video display partner that would align with their values and help them find the right fit for their application.

The training space needed flexibility in presenting different content. The LED wall chosen can operate as one large wall or it can be split into 3 sections with a main screen for presentation decks and 2 side screens that focus on the presenter(s).

For Sweetwater's Training Center, multiple internal groups were consulted with an emphasis on mobility and interchangeability. As with any tour gear, LED panels need to be durable enough to withstand the rigors of constant setup and strike, yet reliably perform day after day. In the event of a mishap, they also need to be easily serviced with the backing of a world-class manufacturer.

**"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."**

**"The follow-through has been fantastic. They go over our projects with us to make sure they're exactly what we expected."**

*Kent Morris (Live Sound Market Manager)*

Sweetwater is using Neoti LW Series LED panels every day with excellent results. They continue to enhance their employee training and extend their history of award-winning customer satisfaction.



## 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.