

# Gore Arena, Campbell University



## SUMMARY

### • LOCATION

Buies Creek, NC

### • FACILITY SCOPE

Gore Arena, home of Campbell University's basketball, volleyball, and wrestling teams, and host to other indoor events.

### • OBJECTIVES

Improve the overall auditory experience by delivering consistent sound quality and improved clarity in the arena.

### • BIAMP SOLUTIONS

Community®

### • OUTCOME

Unparalleled sound quality, exceptional audio clarity, and superior equipment reliability in the Gore Arena facility.

### • EQUIPMENT

- Community IV6 line array configurations:
  - 37 Community IV6-1122/15B loudspeakers
  - 7 Community IV6-1122/05B loudspeakers
  - 16 Community IV6-118SB subwoofers
  - Various Community array mounting accessories
- 7 Community ALC-1604D amplified loudspeaker controllers
- 13 Community ALC-3202D amplified loudspeaker controllers
- 12 Community IC6-2082/96 loudspeakers
- 4 Community IP6-1122/26B loudspeakers
- 8 Community R2-52MAX loudspeakers

In the process of revamping the auditory experience at the Gore Arena, it was crucial to address specific challenges posed by the former sound system. One of the most evident issues was the inconsistent sound quality across different seating areas, which often left sections of the arena audience straining to discern announcements, commentaries, or even the ambiance of the sporting event. Equally, the old system lacked the desired clarity, muddling certain frequencies and diminishing the overall auditory experience.



The installation has significantly improved our in-venue experience at Campbell University. There isn't a bad seat in the building.

**CHARLES PHILLIPS III**  
Director of Media Services  
Campbell University

## SOLUTION

Community loudspeakers from Biamp stood out as a solution. They are celebrated for their precise sound projection and their capacity to deliver crisp, clear audio throughout expansive spaces like arenas. Their wide range of products allowed the sound system to be tailored to the specific needs and contours of Gore Arena, ensuring an immersive and consistent sound experience from every seat in the house. The choice was not merely about upgrading equipment; it was about elevating the entire auditory experience for the athletes, students, and visitors.

Spearheaded by a collaborative effort between Campbell University staff, and the team at Tri-Tronics AV, a renowned North Carolina-based audiovisual integrator, Gore Arena's new system is a resounding success.



## CONCLUSION

Since the installation, the auditory experience at the Gore Arena has undergone a profound transformation. Feedback post-installation has been overwhelmingly positive. Campbell University's administration and faculty have noted the impressive clarity and depth of sound during various events. Whether it's an athletic event, a graduation ceremony, or any other gathering, the sound quality stands out.

"Before the installation, the depth and clarity of the sound system was a challenge," said Charles Phillips III, Director of Media Services, Campbell University. "Now, every word from the PA announcer and the lyrics in the music are clearly heard. The installation has significantly improved our in-venue experience at Campbell University. There isn't a bad seat in the building."



## ABOUT BIAMP

Biamp® is a leading provider of innovative, networked media systems that power the world's most sophisticated audiovisual installations.

Recognized worldwide for delivering high-quality products and backing each one with a commitment to exceptional customer service, Biamp's mission is connecting people through extraordinary audiovisual experiences.

Founded in 1976, Biamp is headquartered in Beaverton, Oregon, with offices and manufacturing facilities located around the world.

## CONTACT US

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