

## Crossridge Church Improves Sunday Services and Volunteer Happiness

When Crossridge Church was planted in Sherwood, Oregon, in 2012, the congregation was blessed to include many fine musicians, eager to share their gifts at Sunday services. Unfortunately, the church's old sound system didn't do justice to the musical talent, and managing the system took time and energy away from the church's mission in the community. So when Jim Copfer, professional sound engineer and technical volunteer at Crossridge, heard about Arria.Live, the world's first fully digital pro audio system, he suggested they give it a try. The church went from test drive to full throttle with Arria.Live in record time, and the system's quality and simplicity have transformed the church's ability to serve its community.

### Analog with an Attitude

As with most community organizations, Crossridge Church runs mainly through the dedication of its volunteers, and the sound system was putting that dedication to the test. Except for Copfer, the volunteers are not trained sound technicians, and the mix of instruments changed every week, so figuring out the channels on the old analog mixer board was challenging. Pastor Joel White says that getting the microphones and channels set up right for each week's music group took a volunteer from one to three hours each Sunday. "They're not sound experts, and it was hard to figure out an issue like which channel wasn't working. It frustrated the volunteers and also the performers. We usually handled it with good humor, but there were a few Sundays when people had to apologize for their attitude." Because the church lends its building to number of community groups and arts organizations, an important part of their mission, a volunteer always had to be there to set up sound for those groups as well.

Copfer says that even when the sound was set up correctly, the quality was poor. "The analog system was sensitive to any kind of power issues or poorly shielded wiring in the old building, so that would cause a hum. There was one period where we had four channels go bad in the old system, and we were limited by the channels on the board. Those are the challenges that you face with any analog system."

### "Unbelievably Different" Sound and Simplicity

Eventually, Crossridge began looking for a new sound system. They considered getting a digital board and digital snake, but Pastor White says the cost was high and "even with the digital soundboard, you have the snake, and you have individual channels to manage." Then Copfer heard through another sound engineer that Arria.Live was ready with its new digital pro audio system. He knew some members of the Arria.Live team, so he reached out to them,



**Organization:** Crossridge Church

**Challenge:** An old analog sound system was delivering poor sound quality and frustrating volunteers

**Solution:** A fully digital pro audio system from Arria.Live

**Results:**

- Sunday morning setup has gone from 2 hours to just 30 minutes
- Excellent sound quality makes services more exciting
- Volunteers and musicians are happy
- The church is better able to host community groups

and after a number of conversations, the church decided to try the Arria.Live system. Sunday mornings would never be the same.

Pastor White says, "What first blew me away was that they showed up in this little car and brought in all the stuff you would need for a Sunday morning. Usually that stuff would fill up half a truck, but that's how simple it is." With Arria.Live, the preamp, gain, and dynamics are stored in the microphones, so the sound team could set up each mic for a speaker, instrument, etc., label it, and just plug that mic into an Ethernet cable when setting up for service. The church was able to use their existing speakers with the Arria.Live Speaker Output adapters, and each component automatically shows up on the easy-to-use iPad application as soon as it is connected to the network.

Both Copfer and Pastor White say the Arria.Live setup was easy, but the sound quality was what sold everyone in the congregation. A test of the system during rehearsal went so well that they decided to go ahead and use it for Sunday service. Pastor White remembers, "We didn't announce it to the church that we were trying this, we just did it. And people could tell the difference right away. They said, 'What did you guys do to the sound?'" Copfer agrees. "Our quality of sound was suddenly, unbelievably better. The hum was gone. We had the full range of frequencies you get out of a digital versus an analog system. We were using the same speakers in the same configuration with the Arria.Live system, but the sound quality was amazing."

The other huge change was the ease of use. As part of a planned remodel, Crossridge added pockets onstage with network cabling for the Arria.Live system and a closet offstage to hold equipment. Copfer says that now, after Sunday worship "Everybody can take their cable, their instrument, and or microphone offstage and put it away. The stage is completely clear except for the drum kit, which stays. Then a different worship team could come back on Wednesday for rehearsal, grab what they want, and plug it in wherever they're at on stage. It's always the same. There is no, 'What channel was I in?' With Arria.Live, it's just take it down, put it back up. It's smart, quick, and easy."

### "We Never Looked Back"

After the success of that first Sunday service, Crossridge never again used its analog sound system. Copfer says, "Our long cutover process became an overnight thing. We were using analog, and the next day we were using Arria.Live, and we never looked back." Pastor Joel says the system is so easy to use that, when there were no sound volunteers available, he was able to set up sound for a funeral. The Sunday morning sound set up has gone from 2 hours to just 30 minutes, so volunteers "can have pancakes with their families before church," and community groups that use the church are also enjoying the ease of use and excellent sound quality.

The Arria.Live sound system has made services more exciting and satisfying for the congregation and performers alike, saved volunteers and staff time and energy they can use for outreach, and made the church an even better partner with its community—results that any church would aspire to. James Copfer's advice to any other organization with sound challenges and a strict budget is simple: "Don't purchase anything until you've had a chance to try the equipment in your environment, and try out Arria.Live. It makes starting out with a good set of equipment easy and affordable."

#### About Arria.Live

*Arria.Live is the world's first fully digital pro audio system. With Arria.Live, the most expensive, bulky and complicated component found in all traditional sound systems—the central mixer—is eliminated. Our revolutionary new design results in a fully-capable sound system that is incredibly simple to set-up and operate, components that are small, lightweight and easily transportable, with an unprecedented ability to seamlessly scale from one to 32 input channels with up to 32 separate mixes. With its sound quality, ease of use, and affordable price, Arria.Live is perfect for churches and community organizations.*