

# COMPANY OVERVIEW

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## **Atlanta Soundworks, LLC**

Privately held Georgia corporation

**Headquarters:** 580 Marksmen Ct, Fayetteville, GA 30214

**Phone:** 770.716.7400

Founded in 1988 as Atlanta Sound Works, ASW was built to help clients create environments that impress and inspire. Incorporated in 1998 and rebranded in 2019, ASW evolved into a full-service experiential design-build firm—delivering advanced AV, pro-AVL, and integrated technology solutions.

Today, ASW partners with architects, designers, and technologists to bring projects from concept to completion. With its headquarters and warehouse in Fayetteville, Georgia, ASW supports clients nationwide through regional field teams. Over the past year, ASW has deployed on-site installation crews in states including Oregon, Arkansas, Texas, Tennessee, Maryland, New York, Virginia, Rhode Island, and Georgia.

ASW's clients include Fortune 1000 companies (e.g., Lockheed Martin, Kajima, Synovus), government entities, K–12 schools, higher education, and houses of worship. Notable recent projects include:

- \$35M performing arts center
- \$10M high school renovation
- \$5M house of worship renovation (1,500-seat)
- Emory University Harland Cinema AV updates
- Multiple engagements with Georgia Aquarium and Lockheed Martin

ASW's process begins with understanding the client's vision and aligning technology to reflect their brand and experience goals. Our engineering and pre-visualization teams work closely with client stakeholders to turn vision into reality.

The services ASW offers include:

Professional audio, video, and lighting - system design, installation, and service.

Theater: acoustics, lighting, and sound system design, installation, and service.

Conference rooms/class rooms: Zoom/Teams, interactive systems.

# OUR PROCESS

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## Success depends on a connected process

### Discovery

- Interview key end users and stewards of each space
- Survey each space and capture 3-D digital imagery
- Document findings
- Establish unique scope of work for each site.

### Design

- Complete specifications
- Pricing
- Power safety, acoustics, adaptability
- Clean layout, silent operation  
Reliability, real-time access
- Unified core components, controls, and functionality to create economy of scale in design, installation, purchasing, and service.  
Also, assure equitable quality and functionality across the district
- Unique scope and design for each space.

### Install

- updated, unified infrastructure and control systems
- Lighting specialist team
- Audio specialist team
- Commissioning

**4. Service** - Leveraging remote access and expert local technicians, ASW can provide ongoing Service Contracts, providing proactive support (2 preventative maintenance calls per theater per year) and on demand maintenance for all your theaters to ensure reliable performance, minimized downtime, and consistent high-quality experiences for students and audiences.



# PROFILES

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**The leads for this team will consist of the following people.**

## **Trent McEntyre, Solutions Consultant**

**A DeKalb County native**, Trent McEntyre attended Dunwoody High School before earning his Civil Engineering degree from Auburn University. Early in his career, he worked with a commercial electrical contractor, contributing to major projects at Stone Mountain Park and Six Flags.

As a Solutions Consultant at ASW, Trent focuses on serving clients with theaters, performance venues, and worship spaces. His diverse background as a Lead Pastor, Campus Minister, and guitar teacher uniquely equips him to connect with clients in meaningful ways, blending his focus on relationships with an understanding of creative and community-driven environments.

## **Todd Bethel, EIT, CTS-D Design Engineer**

**A former SW DeKalb Panther**, Todd holds a degree in Electrical Engineering from Georgia Tech and has over 20 years of experience in the AV industry. At ASW, he partners with account executives to design mission-critical and high-profile integrated audiovisual systems that meet exacting customer specifications.

Todd's role includes client collaboration, consultant and contractor coordination, site surveys, and needs analyses. Beyond system design, he is also an accomplished videographer and creative post-production editor, bringing a unique technical and creative perspective to every project.

## **Bryan Patten, Vice President of Sales**

Bryan Patten serves as the Vice President of Sales at ASW, bringing a wealth of expertise and a unique perspective to the role. Before joining ASW, he built a distinguished career as an audio engineer with more than 15 years in film and broadcast. His work earned both a Grammy and an Emmy, and he became the youngest inductee into the Cinema Audio Society.

Motivated by a desire to bring his passion for audio-visual technology into more public-facing initiatives, Bryan transitioned into sales leadership at ASW. He now represents the company in the experiential, large venue, and corporate sectors of the AV industry. Known for his enthusiasm and innovative approach, Bryan thrives on tackling client challenges and delivering experiences that leave a lasting impact.



# EXPERIENCE & QUALIFICATIONS

ASW is proud to provide our list of top (3) projects. These projects were not just a success because we feel or were told we did a great job, they were successful because the client engaged us on a granular level and we were able to have open collaboration and discussion leading to the vision and experience the client dreamed of.

## **Project Narrative: Atlanta Braves Adaptive Audio, Lighting, and Camera System Installation**

ASW was selected to design and deploy a comprehensive audiovisual solution for the Atlanta Braves, incorporating an Adaptive speaker system, precision lighting, and integrated camera systems. The project was driven by a critical deadline: completion in time for Opening Day at Truist Park.

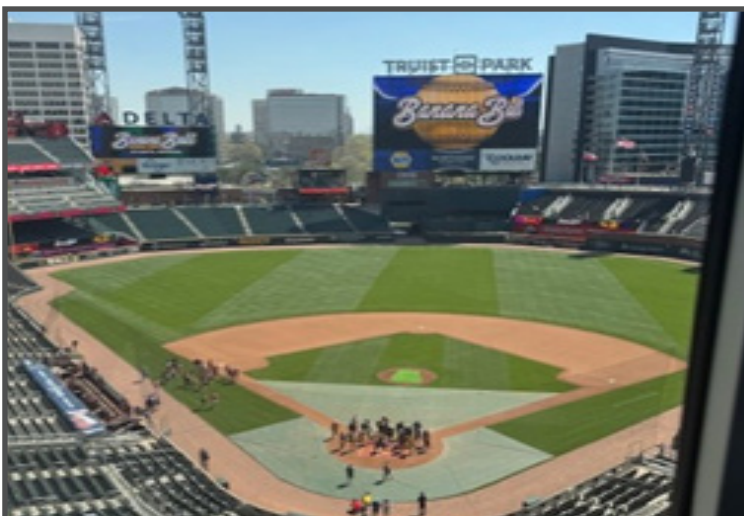
Understanding the high visibility and performance demands of a major league sports venue, ASW approached the project with a focus on seamless integration, reliability, and scalability. Working in close coordination with the Braves' operations team, ASW developed a custom-designed system tailored to the venue's acoustic and production requirements—ensuring exceptional sound coverage, optimal lighting conditions for broadcast and live experience, and strategic camera placement to capture key moments from all angles.

The Adaptive speaker system was engineered to deliver consistent, high-impact audio throughout the designated areas, dynamically adjusting output to maintain clarity and intelligibility regardless of crowd size or ambient noise. This was critical for both the in-venue experience and remote broadcasting.

In parallel, ASW implemented a robust lighting system to enhance visibility, audience engagement, and camera-friendly conditions—balancing aesthetic flexibility with functional performance. The camera system installation was completed with a focus on smooth integration into the Braves' existing production workflows, allowing for real-time switching, streaming, and archival footage.

The project was executed under an aggressive schedule, with a non-negotiable deadline set by the season opener. ASW mobilized quickly, leveraging in-house engineering, previsualization, and field operations teams to meet this challenge. Despite the compressed timeline, the system was completed, tested, and fully operational ahead of Opening Day.

ASW's ability to meet the Braves' goals without compromising quality, safety, or performance demonstrates our commitment to precision execution under pressure. The success of this project reinforced ASW's reputation as a trusted integration partner for high-profile, high-stakes environments.



# EXPERIENCE & QUALIFICATIONS

## **Project Narrative: 2819 Church Turnkey Audio, Lighting & LED Video Installation**

ASW was selected to design and deliver a comprehensive production system upgrade for 2819 Church, including a powerful audio system, dynamic stage and house lighting, and large-format LED video displays. The project was completed on a fast-tracked six-week timeline, requiring tight coordination and precise execution to meet the church's launch goals.

Working closely with church leadership, ASW developed a custom solution that would enhance worship experiences for both live attendees and online viewers—balancing technical excellence with operational simplicity.

### **Audio Integration**

At the core of the upgrade was a professionally tuned adaptive speaker array, designed to provide consistent, full-range sound coverage throughout the sanctuary. The system included digital signal processing, flexible stage connectivity, and a next-generation front-of-house console with Dante integration—giving the church maximum control over every input, output, and zone.

Paired with both wired and wireless monitoring solutions, the audio system allows musicians, vocalists, and operators to perform and mix with confidence.

### **Lighting and Visual Experience**

ASW installed a fully integrated lighting system featuring high-performance LED fixtures for both stage and house lighting. The stage lighting rig allows for programmable mood and color changes, while the house lights provide clean, dimmable coverage for audience comfort and visibility.

To complete the visual experience, ASW installed three large LED video walls, providing bright, crisp visuals for lyrics, media, and live IMAG (image magnification). These displays serve as a powerful tool for audience engagement and content delivery during worship services and events.

### **Execution & Delivery**

ASW's experienced team worked diligently on-site to meet the accelerated schedule. From rigging and cabling to testing and training, every aspect of the installation was executed to the highest standard of quality. Upon completion, ASW provided hands-on training for staff and volunteers to ensure the system could be operated confidently from day one.

This project reflects ASW's continued commitment to delivering high-impact, turnkey solutions for the modern worship environment—on time, on budget, and built to inspire.



# EXPERIENCE & QUALIFICATIONS

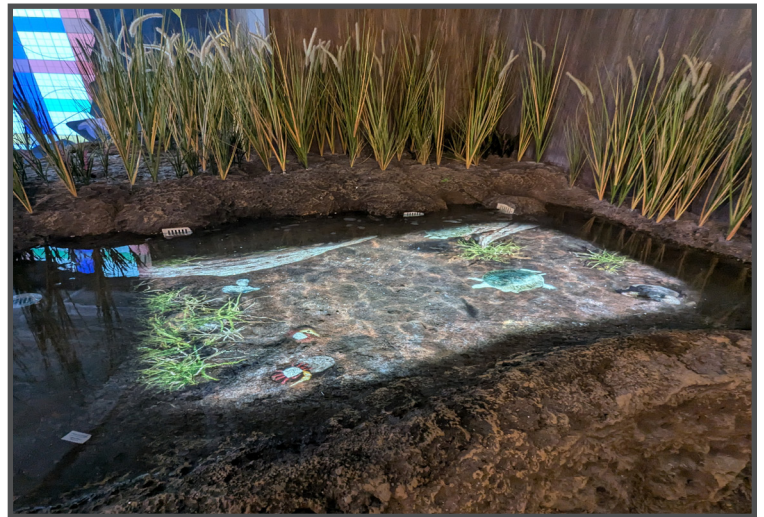
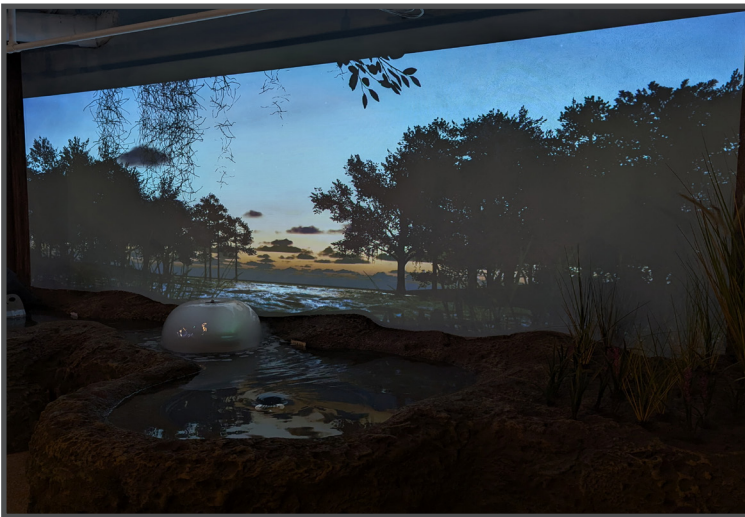
## **Project Narrative: Georgia Aquarium Immersive Projection Mapping Experience**

ASW was honored to collaborate with Georgia Aquarium on a transformative projection mapping project aimed at enriching the visitor experience within the facility. The objective was to create an engaging visual environment that complements the aquarium's dynamic exhibits and educational missions.

Leveraging our expertise in audiovisual integration, ASW designed and implemented a system that seamlessly blends high-resolution imagery with the aquarium's architectural features. This installation utilizes advanced projection technology to deliver vibrant, immersive visuals that captivate guests and enhance their connection to aquatic life.

The project was executed with meticulous attention to detail, ensuring minimal disruption to daily operations and the well-being of the aquarium's marine inhabitants. ASW's dedicated team worked efficiently to complete the installation within a tight schedule, demonstrating our commitment to excellence and client satisfaction.

This initiative underscores ASW's capability to deliver innovative, high-impact solutions that elevate visitor engagement in educational and entertainment venues.



Other current clients include:

City of Atlanta  
Cobb County: Mable House Amphitheater  
Clark Atlanta University: Historic MLK theater AV renovation  
Emory University  
Georgia State University  
Georgia Institute of Technology  
Rabun Gap School Performing Arts Center  
City Springs Theatre Company  
Landmark Christian Academy  
City of Forest Park  
Fayette County Schools