



Case Study

Mahoney Event Center

High-quality lights, sound, and video take an event space to a whole new level. Mahoney Event Center, located in the suburbs of Philadelphia, required a technology system to accommodate a variety of different event and meeting scenarios. This 4,000 square foot space needed to be outfitted for events and commercial use. “We were looking to design a complete audio visual and event solution that could support the entire building,” the owner said about the new space. This full build out would include projection, a soundboard, wireless content sharing, web conferencing, wired and wireless networking, loud speakers for live events, and distributed audio for background music.

Mahoney Event Center needed a technology partner that could handle the long list of technology disciplines while also working throughout the construction process. As an established business owner and real estate developer, Mahoney’s owner had previously worked with Profound Technologies and trusted their solutions. Kevin Busza, COO of Profound, was excited to work on this next project. “We successfully designed systems at the owner’s other hospitality businesses, as well as in his personal residence, so we were up to the challenge of this event center.”

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The Mahoney Event Center would be a challenge indeed, as the construction process was extensive and complicated. “We needed to provide design documents and coordinate to make sure the system was implemented alongside the construction timeline,” Kevin explained. “This requires certain planning to make sure that pre-wire, rough-in, electrical, and architectural concepts related to the AV systems are incorporated into the design.” Through Profound’s careful approach, they ensured the speakers were placed properly and that the projector size and location made sense with the process. This also meant, the rack and equipment needed a proper location with adequate power, network, and cooling and the sound system needed to be properly sized for the space with loudspeakers and amplifiers ready for event performance. Each puzzle piece of the system needed to be carefully integrated into the construction plan and timeline.

By the end of the project, Profound proved that they could handle the multitude of technology requirements, work through the construction process, and meet the customer’s budget and timeline. “I enjoy working on projects with various technology complexities, as it challenges us to design something that is still simple and easy to use,” Kevin says. “There is also a certain amount of excitement when we make it successfully to the other side of the construction project!”



The team at Mahoney Event Center is pleased with the work and excited to see the space in action soon. Profound has an ongoing maintenance agreement with the customer and his various properties, and anticipates the start of a project at Philadelphia Bar and Lounge where they will upgrade the DMX lighting system for live events. "I know I can trust Kevin and his team to provide high-quality solutions, no matter the location," Mahoney's owner says. "We are excited to officially launch the Mahoney Event Center and complete more projects with Profound."