

# Gallo Center for the Arts' Transformation Utilizing ASG's Audio Expertise



ADVANCED SYSTEMS GROUP

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## ASG Customer Story: Gallo Center for the Arts

When the Gallo Center for the Arts opened its doors in 2007, it quickly became a vital part of the California Central Valley's cultural scene. Designed to host everything from Broadway tours and symphony performances to rock concerts and community events, the venue was designed for versatility. But nearly two decades in, its original audio system was no longer keeping pace with the demands of modern productions. It was time for an upgrade that could support a diverse range of programming and deliver exceptional sound.

To tackle this challenge, the Gallo Center turned to the Audio Team at Advanced Systems Group (ASG), a trusted partner known for its deep roots in professional audio and specializing in designing, integrating, and supporting audio systems. Working in close collaboration with long-time partners Meyer Sound and Waveworks AV, ASG led a comprehensive audio refresh that reimaged the sound experience in the 1,248-seat Mary Stuart Rogers Theater. From the beginning, ASG also worked closely with Gallo's in-house team led by Jordan Lonn, Head Audio Engineer, in every step of the process, from early design concepts to final installation.



*Inside the Gallo Center. Photo by Daniel Elliott.*

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### From Proof of Concept to Full-Scale Upgrade

Gallo had already received a preview of Meyer Sound performance back in 2019, when ASG provided (14) MJF-210™ stage monitors, and (2) ground-stacked LINA® compact line arrays with 750-LFC™ subwoofers for supplementary use. “That was a turning point,” says Tom Menrath, Audio Team Director at ASG. “Once they heard the clarity and saw the build quality, they were ready to start planning a full upgrade.”



*Meyer Sound PANTHER line arrays. Photo by Daniel Elliott.*

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That larger vision came to life in 2023, with a full-scale upgrade centered around Meyer Sound's PANTHER™ large-format line arrays, chosen for their clarity, headroom, and versatility. The system had to serve everything from intimate solo acts to national tours and do so seamlessly for the engineers behind the scenes.

But it wasn't just about swapping out speakers. The ASG team, working closely with Gallo Center's technical staff and Meyer Sound's design engineers, approached the project holistically, assessing acoustic and logistical challenges, and building a flexible system that could adapt to vastly different event types with minimal reconfiguration. "Every show at the Gallo Center brings a different sonic demand," said Menrath. "Broadway productions need a Left-Center-Right (LCR) configuration for clear dialog and an expansive soundscape, while high-impact concerts need a P.A. that can deliver power and punch. The Meyer Sound PANTHER system gave us the ability to do all of that and more."

ASG also brought Lonn into the design process using Meyer Sound's MAPP 3D modeling tool, which helped fine-tune the layout for the space.



**"ASG didn't just drop off a design and disappear. They invited me in, shared their plans, asked for feedback, and really listened."**

***Jordan Lonn, Head Audio Engineer,  
Gallo Center for the Arts***



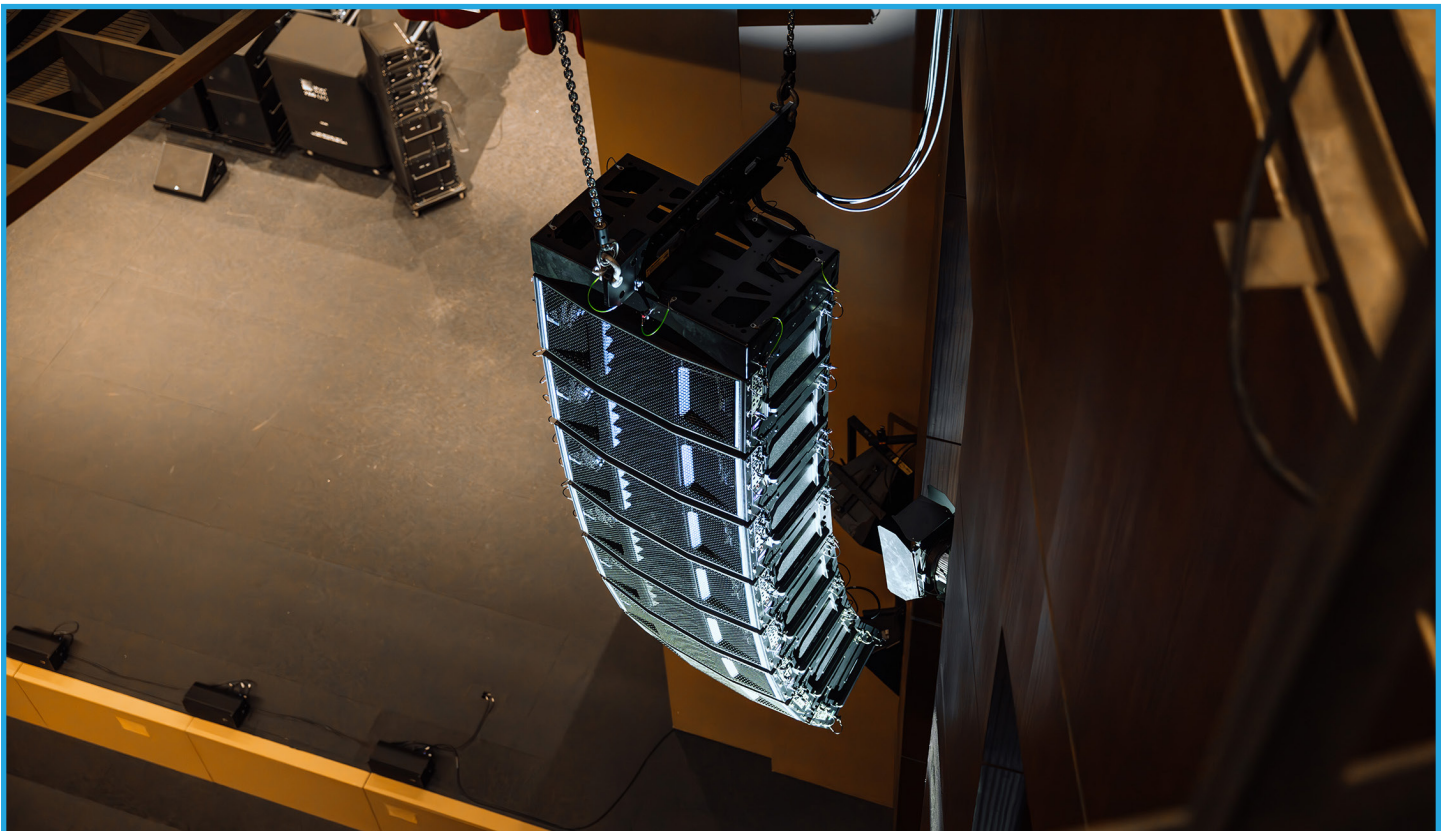
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### System Specs that Match the Vision

The sound system is a powerhouse: (16) PANTHER™ large-format line array loudspeakers configured for left/right, a center cluster of (10) LEOPARD™ compact arrays, and (9) 2100-LFC™ low-frequency subwoofers; five suspended above the stage in a cardioid center array, and four ground-stacked. Additional ULTRA-X42, X20, and UPQ-D1 loudspeakers provide front fills, lip fills, and side coverage, while (4) extra 900-LFC subwoofers supplement the stage monitors when needed. Everything is controlled by (2) Galileo GALAXY 816 digital processors, plus a Galileo GALAXY 408 at FOH, offering precise signal control and tuning flexibility.

For Lonn and the Gallo Center team, choosing the PANTHER system wasn't just about specs, it was about reliability and trust. "When a system is already touring with major acts, you know it can handle just about anything," he said. "That gave us a lot of confidence."

Waveworks AV, led by Brad Katz and Aaron Ballard handled the physical integration, ensuring the system was not only impactful, but easy for Gallo's tech crew and visiting sound engineers to operate, regardless of the type of show on stage.



*A view of a Meyer Sound line array from the Gallo Center's catwalk. Photo by Daniel Elliott.*

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### Built for Engineers, Trusted by Touring Acts

From day one the difference was clear. Guest engineers, often among the toughest critics, took notice. “They walk in, see the rig, and instantly relax,” Lonn said. “After the show, I asked if they’d change anything. Nobody has said yes. That never happens.” The feedback didn’t stop there. Gallo’s leadership team also shared their appreciation, recognizing the upgrade as a smart and impactful improvement to the venue, stating it was “money well spent.”

For ASG’s Audio Team, this project wasn’t just another install; it reflected their long-term commitment to designing systems that not only sound great, but serve the people who rely on them.

“It’s about giving venues the tools they need to deliver unforgettable experiences,” Menrath said. “We’re proud to be part of the Gallo Center’s journey and excited to see where they go next.” Looking ahead, Gallo is exploring upgrades for its smaller theater, with the goal of becoming a full Meyer Sound house, and continuing its partnership with ASG to ensure the sound quality matches the caliber of the performances on stage.



**“Broadway productions need a Left-Center-Right (LCR) configuration for clear dialog and an expansive soundscape, while high-impact concerts need a P.A. that can deliver power and punch.”**

**Tom Menrath, Audio Team Director, ASG**



*Signal processing rack with AVID MTRX II and a pair of Meyer Sound Galileo GALAXY 816 processors. Photo by Daniel Elliott.*

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*Brad Katz, Aaron Ballard (Waveworks AV), Tom Menrath (ASG), and Jordan Lonn (Gallo Center) celebrating the final installation. Photo by Daniel Elliott.*

**This customer story demonstrates how  
Advanced Systems Group (ASG) can help you  
with your next audio project.**

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build the ultimate audio environment?**

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