

CASE STUDY

# Gradient



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System supports high event volume with minimal troubleshooting

TULSA'S HUB FOR INNOVATION USES Q-SYS

# Gradient



**CUSTOMER NAME**

Gradient

**LOCATION**

Tulsa, OK

**INDUSTRY**

Corporate

**INTEGRATOR**

Signal Communications

## Tulsa's Hub for Innovation Uses Q-SYS

Located in a renovated early-20th-century warehouse spanning more than 100,000 square feet, [Gradient](#) is Tulsa's industry-leading innovation hub, bringing coworking, incubation programs, meeting rooms, and a highly active event space together under one roof to support entrepreneurs, startups, and partners. From the outset, Gradient's leadership understood AV technology would be central to how the space operated. As Devon Laney, President & CEO of Gradient, noted, "The AV component was critical from the very beginning."

Working with [Signal Communications](#), Gradient standardized on the [Q-SYS Platform](#) as the backbone for its primary corporate event spaces, creating a scalable AV environment that supports diverse programming while remaining largely invisible to end users.

# Challenges



## HIGH-USE CORPORATE ENVIRONMENT WITH LIMITED OPERATIONAL OVERHEAD

Gradient’s event spaces operate continuously, requiring AV systems that perform consistently without technical oversight. Users arrive with different devices, platforms, and workflows, conditions Gradient has little control over. As Laney explained, “We have no control over devices. We have no control over the people who are coming in and using the space.” At the same time, staff needed to focus on programming and community support, not troubleshooting technology.

The building itself introduced additional complexity. Exposed concrete, glass, and historic structural elements required careful acoustic planning and infrastructure coordination. The primary event space also needed to function as one large room or three independent rooms, with the ability to extend audio and video into adjacent gallery areas and a multi-story atrium for overflow audiences. For a nonprofit organization, these demands made operational efficiency essential, because, as Laney put it, “If they were troubleshooting all the time and having to keep up with all these things, we couldn’t do anything else.”

“ Technology is a critical part of what makes this space work, but the best compliment is that we don’t think about it anymore. It just works. And Q-SYS is a big part of that. ”

**Devon Laney**  
President & CEO of Gradient

# Solutions



Divisible corporate event space supports multiple configurations and overflow audiences.



## Q-SYS AS THE CENTRALIZED AV BACKBONE

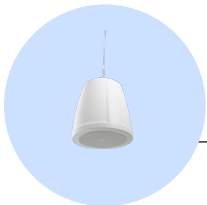
Signal Communications designed the system around the Q-SYS software-based architecture, consolidating audio, video, and control onto a single networked platform. Distributed [Q-SYS Core](#) processors anchor the key spaces throughout the facility, delivering local I/O where it's needed while keeping the control experience consistent from room to room. The result is an AV environment engineered for the kind of daily, high-volume use Laney describes as “a highly used system.”

## AUTOMATED ROOM CONFIGURATION AND AV-OVER-IP

The primary event space is fully divisible, and Q-SYS logic automatically responds to room configuration changes based on air wall status. As rooms are combined or separated, audio routing, video distribution, and control interfaces update without staff intervention. Seth Zagrabelny, Sales Engineer at Signal Communications, said, “This level of adaptability is critical in a space where every time you walk in there, it’s a different configuration.”

Video distribution is handled through [Q-SYS NV-32-H video endpoints](#), allowing content to be routed dynamically between main displays, confidence monitors, and overflow areas. When events exceed the capacity of the main room, audio and video can be mirrored seamlessly into adjacent galleries and the atrium, ensuring a consistent experience throughout the facility.

Integrated [Q-SYS NC Series PTZ](#) network cameras provide coverage for live viewing and overflow scenarios, with simple [Q-SYS TSC](#) touch screen controllers for selecting layouts and viewing modes.



[QSC AD-P6T  
Pendant  
Loudspeaker](#)

# Solutions

## SIMPLIFIED CONTROL FOR DIVERSE USERS

Given the wide range of users, Signal Communications designed [Q-SYS User Control Interfaces](#) (UCIs) that prioritize clarity and ease of use. Touch screen controllers present only essential controls, source selection, volume, and room modes, while system logic handles the underlying complexity.

Advanced features, such as camera and microphone integration for conferencing or streaming, are available as optional workflows rather than default operation. This allows Gradient to support more complex events and rentals without increasing the learning curve for everyday users. and rentals without increasing the learning curve for everyday users.

## AUDIO PERFORMANCE TUNED FOR THE SPACE

All audio is centrally managed within Q-SYS, providing consistent voicing and routing across room configurations. Networked [Q-SYS CX-Q](#) amplifiers distribute power to a combination of column, surface-mount, and pendant loudspeakers selected to accommodate the building’s reflective architecture.

This approach allows the system to maintain clarity and consistency whether operating as a single large venue or multiple independent rooms, while keeping operation simple for presenters and staff alike.

















## SIMPLIFIED CONTROL FOR DIVERSE USERS


Today, Gradient operates with confidence in its AV infrastructure. Q-SYS supports frequent reconfiguration, overflow audiences, and a high volume of events without placing additional burden on staff. External organizations that experience the space regularly return to host their own meetings and programs, reinforcing Gradient’s position as a central convening hub within the region.

Demand for the space has followed accordingly, with bookings that “have far exceeded what we expected.” For the entrepreneurs and partners Gradient serves, the impact is tangible. Access to professional, reliable AV infrastructure elevates the experience and credibility of every interaction. Laney said, “Knowing that I now have access to infrastructure like this gives an entrepreneur so much more confidence and credibility. The biggest compliment I can give is that we don’t worry about the AV anymore. And Q-SYS is a big part of that.”

# Equipment List

Model	Pcs Used	Description	Image
<a href="#">Core 110f</a> (consider <a href="#">X Class Server Cores</a> )	1	128 networked audio channels 16x AEC processors USB AV bridging 8 Flex Channels	
<a href="#">Core 8 Flex</a>	2	Q-SYS Audio, Visual and Control Processor 64 × 64 networked audio channels (Q-LAN / AES67)	
<a href="#">NV-32-H</a>	3	Q-SYS NV Series network video endpoint 3 × 2 HDMI I/O	
<a href="#">TSC-70-G3</a>	5	Q-SYS Touch Screen Controller 7" (177 mm) screen dimension 1280 × 800 resolution	
<a href="#">NS26-1440++ Network Switch</a>	2	26-port network switch preconfigured for Q-SYS	
<a href="#">CX-Q 4K8 Network Amplifier</a>	1	8-Channel 500W/CH Lo-Z, 70V, 100V direct drive, FlexAmp™	
<a href="#">SPA2-60 Power Amplifier</a>	2	2-Channel, 60W Power Amplifier	
<a href="#">AD-S162T Column Loudspeaker</a>	6	2.75" full-range (×16) element column surface speaker 70/100V transformer with 8Ω bypass	

Model	Pcs Used	Description	Image
<a href="#">AD-S8T Surface-Mount Loudspeaker</a>	2	8", 2-Way Surface Mount Speaker	
<a href="#">AD-P6T Pendant Loudspeaker</a>	8	6.5" Two-Way Pendant Speaker	
<a href="#">NC-12x80 PTZ Network Camera</a>	3	12x Optical Zoom, 80° Horizontal Field of View	
<a href="#">GP8x8 Network GPIO Expander</a>	1	Network GPIO Expander with 8 inputs and 8 outputs	
<a href="#">Dante 32x32 Software License</a>	1	Q-SYS Software-based Dante 32x32 Channel License	
<a href="#">Scripting &amp; UCI Deployment Licenses</a>	2	Q-SYS Core license enabling Scripting and UCI Deployment	

 Q-SYS

Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

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