



Audio Innovation Leader L-Acoustics to Open Future Americas Operations Headquarters at Nashville Yards

L-Acoustics to share space with entertainment industry leaders like AEG Presents and CAA in the city's unique creative ecosystem, Nashville Yards

NASHVILLE, Tenn. – (December 9, 2024) – Southwest Value Partners, AEG, and L-Acoustics, a leading global creator of professional sound technology, today announced that L-Acoustics is the latest entertainment industry leader to open office space at Nashville Yards. Expected to launch in the summer of 2025, it will become the company's major operations and creative hub for the Americas, joining its global hubs in Paris, Los Angeles, London, and Singapore.

Download a rendering here: <https://medialibrary.l-acoustics.com/bCrvLh4Kc>

"The opening of our Americas headquarters in Nashville, the Music City, marks a significant milestone for L-Acoustics globally and reinforces our commitment to serving our partners throughout North America from a central location, said Laurent Vaissié, co-CEO of L-Acoustics. "Being part of this dynamic creative hub perfectly aligns with our ambition to connect people through the best-shared sound experience, building a vibrant community with the most creative artists and entertainment professionals alongside industry leaders like AEG Presents and CAA."

L-Acoustics will be located in the development's creative office building on the 4th level, along with AEG Presents. Anchored by CAA, the creative office building at Nashville Yards is the first of its kind in the city. Showcasing an articulated metal façade with ultra-clear glazing, the layered floor plates allow outdoor private terraces on every floor. Adjacent to The Pinnacle, the development's state-of-the-art indoor live music and event venue, the building rises eleven stories above Church Street with large 40,000+ square foot floorplates, soaring ceiling heights, three levels of curated retail, dining, and entertainment along with best-in-class private amenities including meeting hubs, entertainment spaces, and a large outdoor vegetated deck overlooking Nashville Yards.

L-Acoustics will maintain a strong presence on the West Coast with global business, product management, communication, and application leadership functions based in Westlake Village, California.

"L-Acoustics is the industry leader in premium sound technology, and their innovative equipment elevates the experience at venues across the globe," said Cary Mack, managing partner of

Southwest Value Partners. “They are the perfect embodiment of our vision for Nashville Yards as a dynamic and unique environment where the entertainment, tech, finance, and creative classes intersect. We are excited to have them join the other world-class tenants calling Nashville Yards home.”

L-Acoustics technology is installed in over 10,000 premium venues around the globe and used by a majority of top music festivals and tours worldwide. Its technologies power the most demanding live events and memorable sound experiences, from Adele’s Las Vegas residency to the Philharmonie de Paris Concert Hall and the world’s largest sports events.

The Pinnacle, the state-of-the-art music and event venue at Nashville Yards, will feature an L-Acoustics K2 professionals sound system installed by Clair Global. The Pinnacle is set to open in March 2025, and a list of already-announced shows is available on pinnaclenashville.com.

“We are thrilled that L-Acoustics has selected Nashville Yards as its southeastern US home and showcase,” said Ted Tanner, Executive Vice President of Real Estate Development for AEG. “Joining companies such as AEG Presents and CAA as anchors of our creative office building in the heart of our vibrant new entertainment district will further establish Nashville Yards as the City’s newest hub for innovative organizations.”

“L-Acoustics has been a valued partner of AEG Presents, providing sound equipment, technology, and consultation for numerous of their business units, including global touring, festivals, venues, and The Pinnacle. This new headquarters location will enable further collaboration and innovation, benefiting the sound experience for our artists and fans worldwide,” Tanner added.

For more information about Nashville Yards, visit nashvilleyards.com. For more information about L-Acoustics, visit l-acoustics.com.

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About L-Acoustics

L-Acoustics has been shaping the future of sound since 1984 through trailblazing innovation. Our European-designed and manufactured solutions deliver premium sound experiences from the most intimate immersive spaces to the largest stages. L-Acoustics is the #1 brand chosen by the world’s largest music festivals and installed in over 13,000 premium venues from music halls, theaters, and sports entertainment to wellness, hospitality, homes and yachts.

Our team of 975 employees, including 20% in design, research, and development, conceives the industry’s most award-winning and transformative sound reinforcement technologies, including the modern line source array V-DOSC, L-ISA immersive hyperreal solutions, and the eco-conscious, performance-leading L-Series. These technologies have led to the company

being honored with a Decibels d'Or and featured in Fast Company's most innovative companies.

With major hubs in Paris, Los Angeles, London, and Singapore, and a network of trained service providers present in 80 countries, our technologies power the most demanding live events and memorable sound experiences: from Adele's Las Vegas residency to the world's largest sports events, from the Zaha Hadid-designed Guangzhou Opera House to the Philharmonie de Paris Concert Hall.

About Southwest Value Partners and Nashville Yards

Based in Nashville and San Diego, Southwest Value Partners is a privately held real estate investment company that invests in institutional quality real estate located in growth markets throughout the United States. Southwest Value Partners has a disciplined and high energy approach to asset acquisition, operating execution, value creation, and asset disposition. To learn more about Southwest Value Partners, visit www.swvp.com. Nashville Yards is a 19-acre project located in the heart of downtown Nashville. When complete, the project will be a walkable, urban community featuring high-end hospitality offerings, including the 591-room luxury Grand Hyatt Nashville and the newly renovated Union Station Nashville Yards; exceptional retail and restaurant options; a world-class 4,500 capacity concert venue, *The Pinnacle*, and entertainment offerings developed in partnership with AEG; and Class-A+ office towers and a creative office building anchored by Amazon Nashville and CAA, including a Class-A+ multi-tenant tower that will serve as the future headquarters of Pinnacle Financial Partners and Bass, Berry & Sims; residential living including more than 650 residences across two towers, The Emory and The Everett. The development will also offer 7+ acres of open plazas, courtyards, and green spaces, including the Ascension St. Thomas Landing. To learn more about Nashville Yards, visit www.nashvilleyards.com or follow @NashvilleYards on X and Instagram.

About AEG

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. The company operates in the following business segments:

- Music through AEG Presents, which is dedicated to all aspects of live contemporary music performances, including the production and promotion of global and regional concert tours, an extensive portfolio of clubs, theaters and other music venues, concerts and special events and world-renowned festivals such as the Coachella Valley Music and Arts Festival;
- Venues and Real Estate, which develops, owns and operates world-class venues, as well as major sports and entertainment districts like Crypto.com Arena and L.A. LIVE, Uber Platz in Berlin and The O2 in London;
- 1) Sports, as the world's largest operator of high-profile sporting events and sports franchises including the LA Kings, LA Galaxy and Eisbären Berlin;
- Global Partnerships, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating, and other strategic partnerships.

- And Ticketing, which provides more than 400 clients worldwide with ticketing services that cover the gamut of entertainments, including sporting events, arena tours, music clubs festival, rodeos and family events.

Through its worldwide network of venues, portfolio of powerful sports and music brands and its integrated entertainment districts, AEG entertains more than 90 million guests annually. More information about AEG can be found at www.aegworldwide.com.

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