

Tech company buys downtown Apex building for headquarters



A new building in downtown Apex will be the headquarters for a local tech company.



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STORY HIGHLIGHTS

- LiveSwitch moves headquarters to Apex on Jan. 1.
- The company bought an office building for \$12 million.
- LiveSwitch is actively hiring with 70 employees currently.

A tech firm that counts [Adobe](#) and the NBA among its clients has bought a building in downtown Apex to be its new headquarters.

LiveSwitch, a video communications company now based in Holly Springs, moves to Apex Jan. 1, according to its CEO.

The company has been operating out of a small farm house converted into office space off Raleigh Street. It's moving to the [new 3-story Highline building](#), with more than 30,000 square feet of space, on Salem Street in downtown Apex, which it bought for \$12 million. The additional space will support new hires for the startup.

The company, which has 70 employees, about a quarter of which are located in the Triangle, is actively hiring, but CEO Michael Adams wouldn't give an exact figure.

LiveSwitch was founded as Frozen Mountain in Canada in 2008. Serial entrepreneur Brian Hamilton invested in the firm and relocated the company to the Triangle in 2021. Hamilton previously founded Sageworks, now Abrigo, and sold it to Accel-KKR.

The company has grown steadily over the past three years, Adams said.

The firm has two main business areas. On one side, it builds custom video experiences for clients like Adobe, which uses its video engine "underneath the hood." On the other it offers its own end-user applications, to be sold directly to customers to help them build more personal experiences through video. It works with a wide range of companies, from entrepreneurs to Fortune 500s. And it counts the NBA and WWE as clients, he said.

"If you've ever been to a sports game and you scan the QR code and get brought up on the JumboTron... one of our customers uses that to power their live experiences," he said.

Apex was one of many local metros eyed for a headquarters. Adams said the team wanted something close to both RTP and the airport.

It was the amenities that helped clinch the deal for Apex.

"It's a great area to really build a company," he said. "You have all the amenities you need, coffee, food, at your fingertips, within walking distance right there on Salem Street."

The building is a 32,000 square foot mixed-use space, a project of Oppidan Investment Company. It broke ground in 2021 and was one of the few properties not covered under a historic overlay that limited developers' options.

Tim Brent, Oppidan's then- executive vice president for the Southeast, is a name known locally, as he is a former professional hockey player who spent two seasons with the Carolina Hurricanes before his real estate career. Highline was the company's first local project to break ground.

"We're hoping to enhance what's already a really cool downtown," Brent [told TBJ in 2021](#). "We looked at downtown Apex and this is one of the only sites downtown that could be developed." Brent is now with Longleaf Industrial.