

EXCLUSIVE

# Procella unveils active full range speakers

Need for powered designs was market driven, young company's boss tells **Gez Kahan**

Procella Audio has announced the addition of new powered speakers with onboard DSP to its range.

The company launched last year with passive 8" high/mid and 15" bass models designed for hi-fi critical installations such as cinema preview theatres and mastering and post-production studios,

followed by an 18" subwoofer unveiled at ISE 2007 in Amsterdam. The new Procella 815-HE is a tri-amped full range option, combining 15" woofer, with 8" mid driver and 1" compression driver. Amplification is from a 1.1kW Bang & Olufsen ICEpower unit, with Texas Instruments 96/24 DSP pre-programmed at the factory.

The move to active systems is market-driven, according to Procella's MD, Gerben Van Duyl. "Our customers expressed their preference for an all-inclusive, active system, rather than a system based on external amps and external DSP. Just run power and an XLR cable and you're done."

In its initial installations, as used in DTS Europe's preview theatre and at the

Kinetica art gallery in London, passive speakers had been driven by Yamaha XP5000 amps allied with Yamaha DME64 processors – a combination which Procella had praised and recommended on its website. Standing by his current choice – "the B&O ICEpower amps are very good indeed, very effective, and the DSP does everything we need it to do" – Van Duyl also pointed out that different solutions suit different applications. "We still love the Yamaha DMEs for complex installations where you need to control a larger number of speakers or a difficult EQ situation, so we still may use those as well."

One reason for the production of stand-alone speaker systems is that, while Procella expects "a solid yet small part of our sales



Procella Audio 8" and 15" combo

from the pro business, be it for post-production facilities or recording studios," it sees the majority of its business coming from the home theatre sector – "just because it is such a large market and Procella Audio has such a strong image there, considering our background with DTS (Digital Theater Systems)." Prior to forming Procella Audio, Van Duyl was DTS Europe's business development director, while his partner

Anders Uggelberg, who designs the speakers, was employed there as director of cinema technology.

The all-in-one solution also fits in with Procella's current marketing thrust. In addition to demo rooms in conjunction with its local distributors in London, Stockholm and Sydney, Van Duyl and Uggelberg are undertaking 'roving demos' in Europe, Australia and the USA. "We use stereo systems – two Procella 815s – in flight cases that can be shipped to serious prospects for demo at their own premises," explains Van Duyl. "These roving systems are really appreciated, especially by professional clients, as it allows them to do comparisons in their own rooms." A simple plug-and-play system means a minimum of fuss setting up and an easier sale. "So far we have never failed to sell a system from such a demo.."

Following the launch of full range active systems, similar treatments for the brand's 15" single and dual 18" subs and its surround speakers are in development. 🐾

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