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WORLD-CLASS HIGH PERFORMANCE LOUDSPEAKERS
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The Procella Effect

Newsletter for August 23, 2010

NEW Procella Booth Location: 4172



We've been able to negotiate a better floor location with the CEDIA folks, so you will now find Procella in booth 4172, which is located along the main back aisle, next to the Home Health Pavilion and close to CEDIA's Future Technology booth.



P815 Biamped
L/C/R

Procella founding partners Gerben Van Duyl and Anders Uggelberg will be attending the show and available for meetings in our 30 x 30 foot booth space, where our active in-theater demo of Procella speakers includes 3 x P815 L/C/Rs, 6 x P8 surrounds, 2 x P18 and 3 x P10 active subs.

The theater is not a show Sound Room -- it is a full custom-designed, custom-built theater created by Epic Home Cinema's Dennis Erskine,

Sherman and Mardi Peiffer and their very talented team. Constructed to very high acoustical standards, this room will present a unique opportunity for visitors to fully appreciate the performance of Procella loudspeakers! Existing and prospective reps and dealers should take advantage of this rare chance to hear Procella's THX Approved system in a proper theater!



P18 Dual 18" sub

Anders Uggelberg to Teach Advanced Theater Design Class At CEDIA Expo

Procella founding principal and renowned cinema designer Anders Uggelberg, who has created over 300



Procella Joins the D-Tools Family



We've just joined up with D-Tools, makers of the popular system integration software. Integrators that use the D-Tools software will be able to access information and graphic representations of all Procella loudspeaker models when they create their system proposals and design documentation.

We'll have more information on Procella's D-Tools program participation in upcoming newsletters. In the meantime, if you have any questions or need more information, contact us or visit the [D-Tools website](http://www.d-tools.com).

For the CEDIA Attendee's Choice Award, Vote Procella!

The Procella P815 biamped screen channel speaker and P18 active subwoofer are entered in the CEDIA Expo Attendees'

cinemas and professional post facilities, including 100 THX rooms, will be teaching an advanced theater design course through the CEDIA Manufacturer's Product Training program.



Participants will learn how to apply cinema industry standards and best practices to large home theater designs. Areas covered include baffle wall design and construction, room acoustics, proper use of diffusion and absorption, room layout and loudspeaker and subwoofer positioning. Attendees will also learn how to provide their customers with best-in-class performance when using Procella speakers.

The schedule:

Wednesday, Sept. 22 10-11:30 AM (Course Code MPT924-5)

Friday, Sept. 24 10-11:30 AM (Course Code MPT924-6)

Room locations will be posted at the show.

To Register for Anders' Class:

If you haven't registered for the show yet:

Go to the [CEDIA registration page](#) and follow the instructions. Look for the option "Continue to Education." You don't have to pay - there is no cost for our course. You can search using the Course Codes above.

Already registered? Update to sign up:

Go to the [registration update page](#) and enter the code from your confirmation email. Look for the option to "Add a Course." You can search using the Course Code (see above, under schedule).

Choice Award competition.



From about 150 products from 70 manufacturers, one product will be chosen as best of show by the vote of attending Electronic Systems Contractors. Voting is done online, opening with the show at 10 AM Thursday, and closing at noon Saturday. The winner will be announced at the Electronic Lifestyles Awards Banquet on Saturday.

When you get to Atlanta, vote Procella!

Quick Links
[Procella Website](#)
[CEDIA Registration](#)
[CEDIA Registration Update](#)
[D-Tools](#)