



# The Procella Effect

Newsletter for August 9, 2010



## World-Class Home Screening Room Featuring Procella Audio Speakers Achieves THX Certification

We're very pleased to announce that THX has granted the highly coveted THX certification to a world-class residential home screening room that uses a 14-speaker Procella Audio system. Located in New Jersey, the room was designed, constructed and calibrated by Dennis Erskine, Sherman Peiffer and Steve Kujala of Epic Home Cinema of Marietta, Georgia. The Procella models used in the theater include three active P815s for screen channels, six passive P8 speakers for the surround channels, plus two P18 and three P10 active subwoofers.

In addition to this certification, we can announce that Procella's top speakers are THX Approved for integration into professional rooms, including THX Certified Screening Rooms and THX pm3 Studios (professional Mixing, Monitoring and Mastering). The Procella speakers include the P815 active screen channel speaker, the P8 surround speaker (which can also be used as a screen channel), and the P18 active subwoofer.

For the New Jersey system, the Epic Home Cinema team did an incredible job with all aspects of this room, from design to execution. I've never experienced a residential theater with such a superb acoustical environment and such a high quality of construction.

The goal of THX certification is to build a residential home screening room that can closely mirror the acoustic

## See Procella at CEDIA Expo

We will be exhibiting at CEDIA Expo in September, in the main hall with an active display in a custom-designed, custom-built theater based around a full Procella reference system. This will not be one of the show Sound Rooms; it will be a true theater built to very high acoustical standards, allowing visitors to fully appreciate the speakers' performance! We'll have more details on the room's design and construction in the next newsletter.

We expect to receive a great deal of press coverage and create quite a buzz, making the show a great opportunity for presenting the product line to prospective dealers.

Our booth location is in the process of being moved, so stay tuned - we'll let you know the the new booth number shortly.

## Procella Training At CEDIA Expo

Procella founding principal and renowned cinema designer **Anders Uggelberg** will be conducting an advanced course through the CEDIA Manufacturer's Product Training program.

performance of a full-blown commercial theater or professional studio. The room itself must meet a number of performance thresholds and design specifications, including room dimensions, the acoustical environment, sound isolation, viewer sight lines, selection of components, and ultimately, the overall image and sound quality. After the New Jersey home theater was constructed and equipment installed, its performance was evaluated through a battery of measurements performed onsite by THX engineers.

In addition to Procella speakers, the screening room also includes THX Certified and Approved components from Meridian Audio, QSC Audio Products, Runco and Stewart Filmscreen.

"The theater's owner came to Epic Home Cinema after interviewing several integrators. While each assured him they could build an excellent home theater, none were able to fulfill his request to provide objective standards by which to measure the theater's performance," stated Epic principal Sherman Peiffer. "Based on the client's input, we elected to bring in THX as an impartial third party, because of their clearly defined performance standards and their ability to audit the performance of the completed cinema. Once the client understood the THX certification process, his decision was made much easier. During the design phase, THX worked closely with our design and engineering teams, reviewing our work every step of the way. We take pride in being able to say the results speak for themselves."

THX certification (consumer) of the Procella speakers is pending final testing by THX Ltd.

Photo by Darren Sheely

#### Quick Links

[Procella Website](#)  
[CEDIA Registration](#)  
[CEDIA Registration Update](#)

The schedule:

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

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

Room locations will be posted at the show.

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?

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.