



The Procella Effect

Newsletter for July 5, 2010

Procella Speaker System Drives the 3D Demo Room at UK CEDIA Expo



The highlight of the UK CEDIA Expo/Home Technology Event 2010 was the show-organized 3D Feature room. Sponsored by AWE Europe, CSE Custom, Digital Projection and Procella's distributor, Pulse Marketing, the exhibit showcased

3D content from Sky (satellite) and Blu-ray disc, offering visitors an immersive large room audio-video environment in which they could experience multiple ways to enjoy this exciting new technology.



Procella was selected for the surround system in the 6.5m x 7.5m (21.3' x 24.6') room, which, with 3 rows and 21 seats, was built to replicate a large dedicated home theater. In combination with the latest 3D projector technology and a 4m wide acoustically transparent screen, the speaker system included three P8 screen channel speakers and two P15 active subwoofers in a baffle wall, with four P6 surround speakers on the side walls.

Procella's Chuck Back worked with Pulse's Dave Phillips and



Barry Sheldrick to install and set up the audio system. Procella

proved to be the ideal choice, easily capable of producing the necessary output levels and dynamic range for the



CEDIA Expo Atlanta News: Procella Exhibit

Procella Audio will be participating in the CEDIA Expo in a big way. The show takes place in Atlanta, Georgia between September 22 and September 26. Come see and hear a full Procella surround system in a unique playback environment not to be missed! Stay tuned - more details to come . . .

More CEDIA News: Procella Room Design Course

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

The course is called Reference Cinema Performance: Advanced Home Theater Design and Baffle Walls.

Anders will teach participants how to apply cinema industry

room size and listening distances. The cinema impact it created through reference level playback in such a large listening space effectively completed the immersive experience. The surround processing and amplification were provided by Arcam.

Numerous visitors to the room offered rave reviews, including Sky's Senior Product Development Manager, John Dollin, who described the 3D room as "the best [I've] ever seen". Robert Hallam, CEDIA Chairman for Region 1, said, "Visitors took the opportunity to explore some really exciting innovations, especially as far as 3D and HDMI were concerned . . . stand-outs for me included our 3D demo area which played to packed houses each and every day of the show."



standards and best practices to large home theater designs, including baffle wall design and construction, room acoustics, room layout, loudspeaker and subwoofer positioning, and how to give customers best-in-class performance from Procella speaker systems.

Sign up now - seats are limited!

Here's the schedule:
Wednesday, Sept. 22
10 AM - 11:30 AM
Friday, Sept. 24
10 AM - 11:30 AM

Quick Links

[Procella Website](#)
[CEDIA Expo Signup](#)
[Pulse Marketing](#)