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The Procella Effect

Newsletter for November 1, 2010

Procella Takes Home a Pair of Industry Awards at CEDIA Expo



During the CEDIA Expo, Procella was the proud recipient of [two of the CI industry's most prestigious awards](#) - Custom Retailer's EXC!TE award, and the Pro BEST award. The product honored with the awards is the P815 - the screen channel speaker in our THX Certified Screening Room at the show.



Here's how CE Pro describes the P815, the Floorstanding/Shelf Loudspeaker category winner:

Audiophile accuracy and cinema impact make [Procella's THX Approved P815](#) the ultimate home cinema/screening room main speaker. The biamplified (700+700 watts) full-range 15" three-way

speaker uses pro components, including a high-frequency compression driver with Procella-designed waveguide in place of dome tweeters, for precise directivity control and much greater output and dynamic range.

Thanks to the editors and industry experts that helped give us the recognition! And in case you haven't seen it, you can also click here to read about our [CEDIA Show coverage](#).

This will be our last mailing to CEDIA attendees who have not had separate contact with Procella Audio. If you would like to keep receiving our communications, please click on

Worldwide Distribution Expands

We've added a number of dealers, sales reps and international distributors as a result of the CEDIA Expo. Nonetheless, there are plenty of additional opportunities, especially in the U.S., so we would love to hear from you if you're interested. U.S. dealers should contact [Chuck Back](#) or call Procella at (310) 572-1070. International customers should contact [Gerben Van Duy!](#) by email.

Procella USA Joins IPRO Manufacturers Group

We've just returned from Arizona and a highly productive IPRO conference. IPRO is the professional field sales force organization for the A/V/CI industry, and Procella has joined as a Manufacturers Group member. Several IPRO reps are now part of

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our growing sales team.

Over the three days of the conference, we gained lots of insight, had great interaction with many of the industry's best reps, and look forward to working with them!

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