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The Procella Effect

Newsletter for November 8, 2010

CE Pro & Electronic House: Procella is "the star" of a THX Certified Screening Room

EH IDEAS THX-CERTIFIED THEATER



ABCs OF A THX THEATER

Want an authentic certified home cinema? Here's what's involved.

[CE Pro](#) and [Electronic House](#) have just published articles on the ultimate home cinema system - a THX Certified Screening Room. In the articles, Arlen Schweiger details exactly what is required to achieve the demanding levels of audio and video performance required for THX *room* certification (and are identical to that required for THX approved professional rooms).

Featured is the residential THX Certified theater located in New Jersey that includes Procella's flagship THX Approved speaker system. Here's how that system is described: "But you could say that the star is a sound system that pumps out ear-melting reference audio from 14 Procella Audio speakers: nine front and surround models and five subwoofers."

We think you'll find the entire article well worth your time, but we'd like to include Schweiger's complete description. "That

Interested in
creating a
THX
Certified
Screening
Room
(or have an
interested
client)?

Contact us - we are active supporters of the THX Certified Screening Room program, and we can help you work with THX through the design and build process.

Our top speaker models have THX Approval (professional), meaning that Procella speakers meet the requirements for large screening rooms. But unlike other THX Approved speakers designed for cinema applications, Procella speakers don't just produce cinema impact - they can reproduce the full dynamic range of 24bit/96K high-resolution Blu-ray audio

environment includes Procella's P815 left/right/center speakers and two P18 main subwoofers mounted in a baffle wall behind the microperforated screen. The P18s are between the center channel and the left and right speakers, respectively. Three powered P10 subs round out the low-frequency sounds, with one on the right wall behind the center point, another on the left wall behind the center point, and the third at the center of the rear wall. Six P8 surrounds - two on each side wall and two more in the back - complete the ultra-immersive audio attack."

recordings with audiophile accuracy and transparency.

Interested integrators and dealers should contact [Chuck Back](#) by email or call Procella at (310) 572-1070.

International customers should contact [Gerben Van Duyl](#) by email.

[Forward email](#)



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