



The Procella Effect

Newsletter for October 4, 2010



"Awesome..." "Best sound at the show..."

Procella Packs Them in With CEDIA Expo's Best Demo

Thanks for attending CEDIA Expo! Hope you had a chance to visit the Procella/Epic Home Cinema THX Certified Screening Room. We played to packed houses for every showing, even through Sunday afternoon. Comments like "best sound at the show" and "awesome" were some of the most common rave reviews we heard.

Our demo system was the full THX Approved system, with the baffle wall configuration of 3 P815s and 2 P18 subwoofers shown here.



Sign Up Now to Become a Procella Dealer

Join the growing family of Procella reps and dealers! We're looking for a limited number of qualified integrators and dealers, so now is the time to get in touch with us. Even if you don't have any big projects pending at the moment, contact us so that you'll have the information you need when those projects come around. Email [Chuck Back](#) or call Procella at (310) 572-1070. You can also click to download the [application form](#).



P815 Wins CEPro BEST Award!

Two awards for the P815 at CEDIA Expo! The CE Pro Best Award was given to the P815 on Day One of the show, following the pre-show Excite Award from Custom Retailer. Used as the L/C/R speaker in Procella's THX

We made great contacts with old and new friends and customers, from the U.S. and worldwide, and based on the great response to the demo, lots of Procella systems are going into the pipeline. Interested? See the Dealer sign-up article at right.

Thanks to the entire team at [Epic Home Cinema](#), who designed and built the room in partnership with us, achieving the highly coveted THX Certification for the very first time on a trade show floor.

For more information, see our [CEDIA Show coverage](#).

Epic Home Cinema and Procella THX Certified Screening Room in New Jersey Wins CEDIA Electronic Lifestyles Technical Design Award



Each year, CEDIA recognizes the best of the best in the residential electronic systems industry. Manufacturers, residential electronic system contractors and CEDIA volunteers are recognized for their achievements and contributions to the association. On Saturday, September 25, awards were presented at the CEDIA Expo. The THX Certified Screening Room in a residence in New Jersey was the Gold Award winner of a [CEDIA Electronic Lifestyles Technical Design Award](#) winner in the Large Home Theater Category \$400,000 to \$530,000. Congratulations to Epic Home Cinema!

Certified Screening Room at the show, this bi-amplified three-way full range speaker is our flagship!

Online award information [on the P815 can be found here](#).

Procella a Big Hit at Gothenburg Hi Fi and Home Cinema Show

Procella Audio and our distributor NS Home Theater exhibited at the 2010 Arken Hi-Fi show in Gothenburg, Sweden. Over 500 Hi-Fi and home cinema enthusiasts sat down for 20 minutes of music and cinema indulgence of the highest audio and video quality, presented by Procella founder Gerben Van Duyl. "A wonderful and intense experience..." according to one of the visitors.

The P6 loudspeaker demonstrated it's powerful ability in turning a small room into a Hollywood quality cinema, filling it with reference level audio full of impact, detail and clarity. The P18 and P15 subwoofers treated the audience to copious amounts of the deepest bass, leaving them inspired and impressed.

[Forward email](#)



This email was sent to chuck@procella-audio.com by chuck@procella-audio.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Procella Audio | 2233 Glencoe Avenue | Venice | CA | 90291