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The Procella Effect

Newsletter for September 13, 2010



P815 & P18 Nominated for CEPro BEST Awards!

More recognition for Procella! Both the P815 bi-amplified screen channel speaker and P18 dual 18" active subwoofer have been nominated for CEPro's BEST awards. BEST awards recognize the best new products and technologies in the top categories of products dedicated to the custom installation channel.

To read about [the P18, go here](#). To read about [the P815, go here](#). The award winners will be announced at CEDIA Expo, so stay tuned for the results!

Sign Up Now for Anders Uggelberg's Advanced Cinema Design Class

Take advantage of our Advanced Cinema design class at CEDIA Expo. Procella founding partner Anders Uggelberg, who has created over 300 cinemas and professional post facilities, including 100 THX rooms, will lead the class. Participants will learn how to apply cinema industry standards and best practices to large home theater designs. Areas covered include baffle wall design and construction, room acoustics, proper use of diffusion and absorption, room layout and loudspeaker and subwoofer positioning. Attendees will also learn how to provide their customers with best-in-class performance when using Procella speakers.

Class Dates & Times:

Wednesday, Sept. 22 Room A314
10 AM - 11:30 AM

Friday, Sept. 24 Room A303
10 AM - 11:30 AM

Some room locations may change at the last minute, so please double check the room numbers at the show.

See Procella's THX Certified Screening Room at CEDIA Expo Booth 4172

The show is less than two weeks away, so here's one more reminder not to miss the best demo at the show!

Our booth will feature a THX Certified Screening Room built around our flagship THX Approved speaker system. Designed and built by Epic Home Cinema of Marietta, Georgia, the THX Certified Screening Room is designed to the same exacting standards as professional facilities. See you there!

**New Main Procella
Phone Number:
(310) 572-1070**

We have a new U.S. Procella phone number: (310) 572-1070. Chuck Back's mobile remains: (310) 614-2358.

Quick Links
[Procella Website](#)
[Epic Home Cinema](#)
[THX](#)

Procella at the 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 its 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 deepest bass, leaving them inspired and impressed.

Include articles on topics of interest to your readers, relevant news and events. If you find an interesting article on the Web, you can easily ask the author's permission to summarize the article and link to it from your newsletter. Drive traffic to your website by entering teaser text for the article with a link to your website for readers to view the full text.

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