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# The Procella Effect

Newsletter for September 7, 2010

## Procella & Epic Home Cinema to Build THX Certified Screening Room at Procella's Booth 4172

We can now formally announce it! The Procella Audio booth at CEDIA Expo will feature a THX Certified Screening Room built around Procella's 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. Initial construction began offsite by Dennis Erskine, Sherman Peiffer, Steve Kujala and the rest of the Epic Home Cinema team. Prior to the show, the room will be dismantled, moved to the CEDIA Expo floor, and rebuilt there. Once complete, the room will be tested by THX to earn the highly coveted THX certification for residential Screening Rooms.



In order to earn THX certification, residential screening rooms must closely mirror the acoustic performance of a full-blown commercial theater or professional studio. The room itself must meet THX standards for room design and construction, including room dimensions, acoustical environment, sound isolation and viewer sight lines. Additionally, all audio and video components must have either THX Approval or THX Certification, and the completed room must pass a final evaluation. THX participates in the entire process, from initial design through the construction phase, and ultimately verifies system performance through a battery of measurements performed onsite by THX engineers.

The Procella models used in the theater include three active P815s for screen channels, six passive P8 speakers for the surround channels, and two P18 active subwoofers in the baffle wall. Three additional P10 active subwoofers are located in the side and back walls and used as balancing subwoofers.



The P815, P8 and P18 have all earned THX Approval for integration into professional facilities, including THX Approved Screening rooms and pm3 rooms (professional Mixing, Monitoring and Mastering).

All audio and video components used in the CEDIA Expo room are either THX Certified for home use or THX Approved for professional studios and cinemas. In addition to Procella, the room will feature products from Stewart Filmscreen, Runco, QSC Audio Products, Meridian and Integra. We'd like to thank each of those manufacturers for their support and use of their gear!

**New Main Procella Phone Number:**



## P815 Winner of Custom Retailer's Exc!te Award!

The Procella P815 bi-amplified screen channel speaker is a winner of the prestigious EXC!TE award from Custom Retailer magazine.



Each year Custom Retailer invites nominations of products that stand out for being innovative, high-performing and solutions-oriented for the custom installation professional.

The impact these products have on the industry is felt in the installers' productivity, the dealers' profitability, the clients' satisfaction and the industry's vitality.

Our flagship P815 is an exciting performer indeed, and we appreciate and are grateful for the recognition this award represents!

Custom Retailer will have their annual Awards Party on Thursday at 6:30, in the Luckie Food Lounge on Luckie Street (walking distance from the show). Come see the Procella gang receive our award!

## (310) 572-1070

Please make note of our new main Procella phone number.  
The new number is (310) 572-1070. Chuck Back's mobile phone  
is unchanged: (310) 614-2358.

### Quick Links

[Procella Website](#)  
[Epic Home Cinema](#)  
[Custom Retailer](#)  
[THX](#)  
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