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The Procella Effect

Newsletter for February 10, 2011

Procella Rocks the Show at Integrated Systems Europe Amsterdam



Greetings to everyone that visited the [Procella Audio](#) booth at ISE! For those of you that didn't make it, we're happy to report that the show was a great success for us. Our booth was packed for three days, and as a result, we made contact with a large number of interested dealers from all across Europe. The show itself was extremely well attended, with over 35,000 visitors packing the aisles and booths in Amsterdam's RAI Centre.

The main focus of our booth was a THX-specification baffle wall, custom built to mount three Procella P815 bi-amplified screen channel speakers and a P18 dual 18" active subwoofer. Even in an open-booth space, we produced show-stopping



Procella Partners With SIM2 and DNP For Best Demo Systems at CES

In January, just a couple of weeks before the ISE Show, Anders and Chuck were in Las Vegas for the Consumer Electronics Show. Away from the massive crowds at the Convention Center, Procella's demo was at the Hilton Hotel towers, partnered with SIM2 projectors and DNP screens.



We had two great demo rooms - one had P8 L/C/Rs, P6 surrounds, and P15 subwoofers, and the other was all P6s with a P10 sub. We provided the audio for

audio, with tremendous dynamics and the massive bass that only the P18 subwoofer can create. At incredible playback levels, the sound had crystal clarity that attracted attendees to the booth every time we turned the volume up!

This first-ever ISE baffle wall was left open at the side so that visitors could inspect the details of how the wall is constructed. See the photo at right for a view of P815s behind the wall.



The balance of the Procella lineup was also on display, namely the P15 active subwoofer and P8 and P6 loudspeakers.

We also showed prototypes of the new P10 dual 10" active subwoofer, and its new little brother, shown in the photo



here. This single 10" passive sub was created for use as a balancing subwoofer, used in rooms where subwoofers are installed in multiple locations to smooth the low-frequency response in the seating area.

The new subwoofers products will make their way to market in a few months, and we'll keep you informed on their progress through our newsletters.

amazing 3D video in the main room, and the small room hosted great-sounding music video demos. In the hospitality-suite environment, visitors had plenty of time to relax, watch and listen.

Did You Meet With Us at ISE or CES?

Sign Up to Become a Procella Dealer

Make it official - [Contact us](#) so we can set up the details for you to become an authorized Procella dealer.



Chuck, Anders and Gerben welcome you!

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