



# The Procella Effect

Newsletter for January 18, 2011

**Booth 4Q70, RAI Centre, Amsterdam  
February 1 - 3**

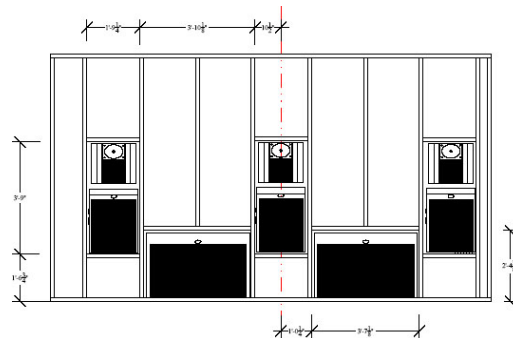


## See and Hear Procella Audio at Integrated Systems Europe

Hear the best sound at the show and learn about advanced home cinema design! The Procella Audio booth at the [Integrated Systems Europe](#) show will give AV professionals a unique behind-the-curtains look into the workings of a high-end home cinema/screening room installation project of the quality and scale the company is recognized for world-wide. All three company directors, alumni of leading audio companies DTS and M&K, will be present to share their vast experience with AV professionals, an opportunity not to be missed! Just walk up to the booth and say "I have a project . . ."

There's lots of new and exciting things to see and hear from Procella. For the very first time at ISE Amsterdam, we're showing:

- **A THX-specification Baffle Wall** -- never before shown at ISE -- and uniquely designed to be open at the side and back to allow AV professionals a rare view into the practical build structures of such a baffle wall (literally!). You'll be able to see for yourself, ask questions, and learn just what goes into this must-have room element for high-end professional and home cinema screening rooms.



- **Procella P815 Active Loudspeakers:** three of Procella's flagship loudspeakers will be installed into the baffle wall, ready for listening demos. The P815 is the proud winner of a 2010 CEPro BEST Award from *CE Pro Magazine* and a 2010 Exclte Award from *Custom Retailer Magazine*.

- **Procella P18 Active Subwoofer:** widely lauded as maybe the best subwoofer on the planet, and at USD \$10K our best-selling model!

- The full demo at ISE will consist of **P815 Active Loudspeakers**, **P8 Surrounds** and a **P18 Active Subwoofer**, all of which are **THX Approved** for integration into THX Certified Screening rooms and THX pm3 Studios (Professional Mixing, Mastering and Monitoring).

· And finally, Procella will be introducing the new **2011 P10 Subwoofers**, our smallest subwoofer models. What happened to the original P10? Well, it performed so well that we discontinued it! Re-born as two different models, the P10 now works even better for custom installation projects, offering a Single/Passive version with in-wall options and a Dual/Active model.

Make **Booth 4Q70** one of your must-see destinations. Stop by to say hello to Anders, Gerben and Chuck, and see what the excitement is all about!

[Forward email](#)



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