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## The Procella Effect

Newsletter for July 11, 2011



### Procella at CEDIA Expo: Active Demo in Sound Room SR-8

Hard to believe, but CEDIA Expo is less than two months away! We will be exhibiting at the show in **Sound Room SR-8**, located right in the middle of the sound room section at the far end of the hall (sorry, no custom-built theater this year). Back in Indianapolis, there are just three days of exhibits this year -- Thursday, September 8 through Saturday, September 10.

The full Procella management team will be at the show, giving visitors the chance to meet with and ask questions of founding partners Anders Uggelberg and Gerben Van Duyl, in addition to meeting with Chuck Back.

We'll have an active demo in the sound room, enabling our U.S. reps and international distributors to bring interested dealers by for an audition. Dealers bringing clients to the show should take advantage as well.

We will not have a group rep meeting, but instead will meet with reps and international distributors individually. Please contact us at your earliest convenience so that we can set appointment times for both meetings and individual demos.

In addition to the current product lineup, we'll be showing some new products, including the compact, single 10" P10 balancing subwoofer shown here. Look for more information on these products in future newsletters.



Quick Links  
[Procella Website](#)  
[CEDIA Registration](#)

### Procella Manufacturer Training Class

Here's a great opportunity to learn about more than just Procella products! Take Procella's advanced theater design course, taught by Procella founding principals Gerben Van Duyl and renowned cinema designer Anders Uggelberg, who has over 300 cinemas and post-production facilities, including 100 THX rooms, to his credit.

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 learn how to provide their clients with best-in-class performance using Procella speakers.

Classes will be held in Room 128 in the Indiana Convention Center.

#### The Schedule:

Wednesday, Sept. 7  
10-11:30 AM  
Friday, Sept. 9 10-11:30 AM